MAY 27, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

"great!"

said one of New York's best-known agency timebuyers when we told him...

that WOR outranks all competition—

1. *In average non-network 1/4 hr. daytime program period ratings.*
2. *In average number of potential radio homes that WOR can get into per 1/4 hr.*
3. *In average cost-per-thousand potential radio homes that WOR can get into per 1/4 hr.*

based on the C. E. Hooper New York Continuing Measurement of Radio Listening for Nov.-Dec., 1945 and Jan.-Feb., 1946

MUTUAL

MARKETS-- AN *Invaluable* SERVICE

ONE OF THE FIRST ways in which WLS undertook to use radio in the interests of Midwest people was the broadcasting of thorough, accurate market reports.

YEAR BY YEAR since 1924, more market services have been added as the need became apparent, until today WLS brodcasts 56 market reports each week!

THIS LETTER from Ralph A. Walter, President, Chicago Liye Stock Exchange, indicates just how useful WLS markets are:

"Orderly marketing was served during the latter part of January...during labor and management trouble, by telling the facts as to market conditions—how much demand at Chicago could be expected...

"We are firmly convinced that the close cooperation between WLS and the Chicago Live Stock Exchange in broadcasting the live stock markets for over two decades has added a service to the stockman that is invaluable.

IN MARKETS (all of them), as in news, music and weather, WLS seeks always to serve the people of Midwest America.

22 years of broadcasting SERVICE

WLS

The PRAIRIE FARMER STATION

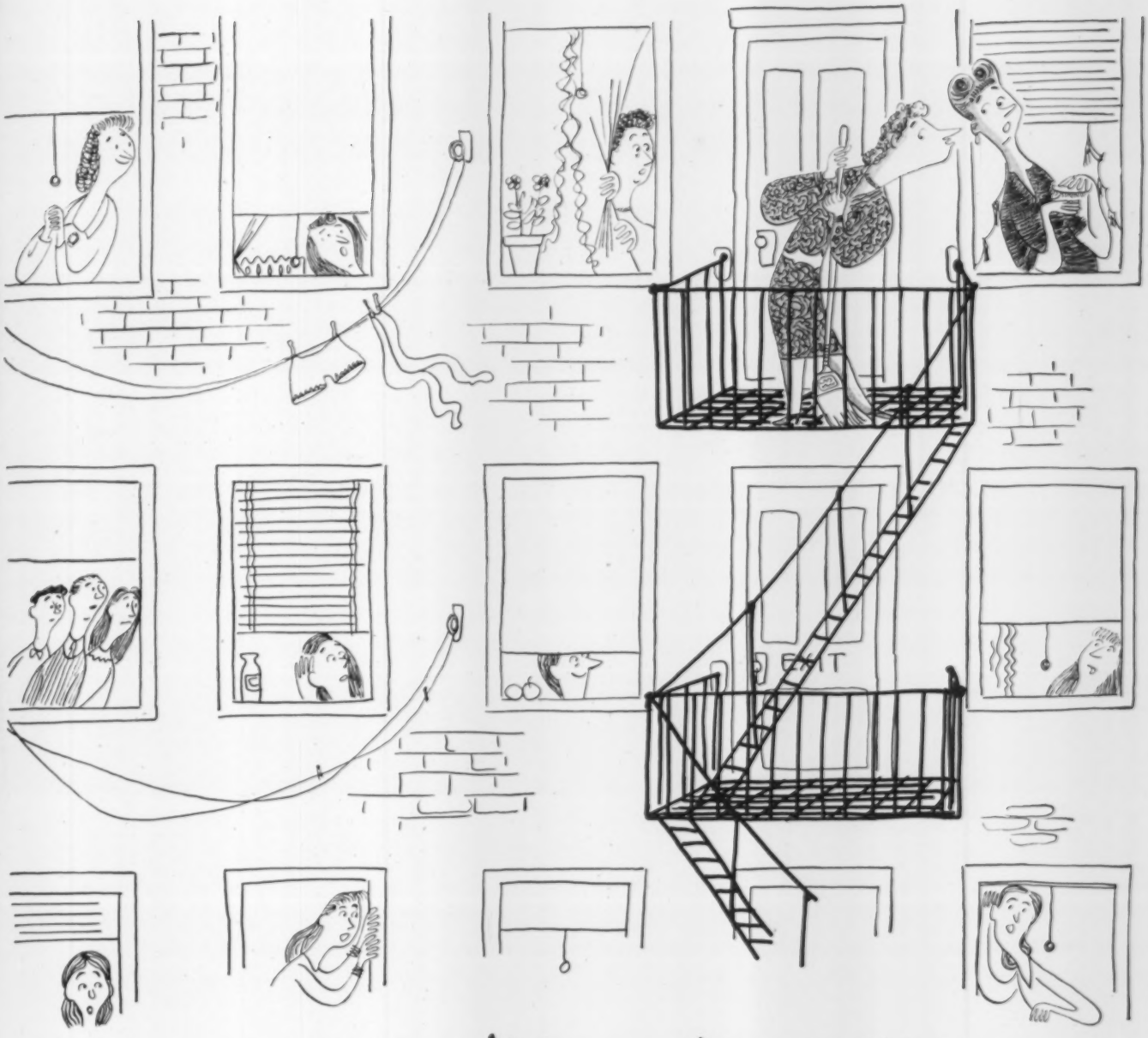
BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

A Clear Channel Station

CHICAGO

50,000 watts, NBC KC, A-ssociate Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY Phoenix, and the ARIZONA NETWORK — KOY Phoenix, KTUC Tucson, KSUN Globe-Lowell-Douglas



more listeners than you think

When we asked Philadelphians how many of them listen to news broadcasts, their answers amazed us. Out of every 100 listeners, 97 said they turn to radio for news.

Here is an important reason why the WPEN audience has grown so fast since the station was acquired by *The Evening Bulletin*—the largest evening newspaper in America. Listeners in the Philadelphia area know they can hear five minutes of local, national and foreign news every hour on the hour—direct from *The Bulletin* news-rooms.

And they stay tuned to 950 for the finest in music, sports and special events. WPEN builds its own shows—styles them to please the interests and preferences of listeners in the Philadelphia area. That's what makes it so easy to reach Philadelphians when you use WPEN.

950

WPEN

PHILADELPHIA

NATIONAL REPRESENTATIVES

HEADLEY-REED COMPANY

New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Truman Turns to Radio in Strike Crisis

IN GREATEST transportation emergency in nation's history, President Truman turned to radio Friday night to mobilize people to cope with national crisis. He called upon trainmen to return to work irrespective of directorates from their union chiefs.

Strategem to insure large audience of strikers to whom President was directing personal appeal was seen in withholding release of speech text to White House correspondents until after he was on air.

This meant many newspapers took text directly from air—radical departure for such a momentous address. Most news wires carried text at 10:18 p.m., three minutes after talk was concluded.

Prior to his 10-10:15 p.m. (EST) broadcast over combined networks and many independents, President had conferred with Cabinet and Government leaders, decided to go direct to people. He was to address joint session of Congress at 4 p.m. (EST) Saturday, also scheduled for full network broadcast.

All inquiries at White House following announcement by Charles G. Ross, press secretary, at 4:15 p.m. that President would take strike troubles direct to people were met with: "Listen tonight for the answer." Newspaper reporters, pressing Mr. Ross for details, were told to "get the story on the radio tonight."

Meanwhile radio pitched into its biggest spot news job since V-J Day last August. As railroad stoppage Thursday took on aspects of country's first general strike in history, stations and networks alike used portable equipment and lines to broadcast eye-witness accounts of walkout and to interview stranded passengers (see story page 105).

Commercials were cancelled in some instances for public notices and information. With mails curtailed, stations and networks were called upon to perform additional service functions. In Albany, N. Y., Gov. Dewey alerted State Guard, prepared executive order declaring emergency for use in case Govenment failed to act. Under order Gov. Dewey would take over operation of entire State and its sub-divisions, although there were no plans for seizing radio. Rather, Gov. Dewey planned to ask radio's cooperation.

Another element reminiscent of tight war days was deletion of advertising by many newspapers, hit by newsprint shortage due to transportation tie-up. Under 30-day inventory, many daily publications were caught short and were forced to slash size of papers. Stations throughout nation were called on for local classified broadcasts as well as retail store spot handlings.

As BROADCASTING went to press stories of individual station activity poured in. In virtually every city radio appealed for quarters for stranded rail passengers, helped others find transportation by auto, and otherwise took lead in relief work. Special newscasts were aired at intervals to keep public informed.

Should strike continue radio faces drastic curtailment in operations, due to power shortages. FCC already has invoked emergency measures permitting two or more stations in a community to alternate hours of operations to assure service for each area, because of coal strike [BROADCASTING, May 13].

CBS cancelled program managers clinic for east of Denver affiliates, scheduled for May 27-28 at Waldorf-Astoria, New York. Advertising Federation of America, however, went ahead with plans for annual convention starting May 26 in Milwaukee. Canadian Assn. of Broadcasters also planned to hold convention May 27-30 in Quebec, although U.S. attendance expected to be greatly reduced.

Closed Circuit

TRANSFER of WINS New York by Hearst Radio to Crosley deemed certainty now that only real bone of contention—that $400,000 time-for-space trade—has been eliminated. Revised contract already signed by Hearst makes deal straightout $1,700,000 cash transaction with $400,000 trade deal lopped off entirely. FCC previously tentatively denied transfer because of that time trade argument. Oral arguments come June 1 and approval deemed practically sure.

UNLESS THERE is sudden change, F. H. LaGuardia stint over ABC for *Liberty* will terminate at end of 26 weeks June 30 by consent of all parties. Executives of ABC, Warwick & Legler, *Liberty's* agency, and LaGuardia have all but agreed on termination after six months. Ex-Mayor's UNRRA activities, which may carry him to Europe, also figure in termination. It won't affect LaGuardia's noon program over WJZ, ABC key in New York for June Dairy.

CBS contemplating inauguration of regular series on radio itself, to go into such matters as programming and FCC Blue Book. Lyman Bryson, CBS director of education, will conduct series. It would mark first venture of major network into discussion of controversial issues concerning radio on its own air.

WHEN FCC announces long-awaited KQW decision involving proposed acquisition of San Francisco outlet by CBS for $950,000 anticipated denial will probably be by 4-2 vote, Com-

(*Continued on page 106*)

Upcoming

May 27-29: 42nd Annual Convention and Exposition, Advertising Federation of America, Hotel Schroeder, Milwaukee.

May 27-30: 12th Annnual Meeting of Canadian Assn. of Broadcasters, Chateau Frontenac, Quebec, Que.

(For other Upcomings, see page 58.)

Bulletins

FCC hearings on license renewal of WNEW New York adjourned Friday to June 18 when Arde Bulova, chief owner of station, will testify on financial matters relating to Greater New York Broadcasting Corp., WNEW licensee (see earlier story, page 97).

POWER INCREASE from 1 to 5 kw for WFIL Philadelphia with directional antenna full time on 560 kc granted Friday by FCC, Comr. C. J. Durr voting for hearing. KGFL Roswell, N. M., granted increase from 100 to 250 w fulltime on 1400 kc.

FITCH radio song slogan, "Don't despair, use your head, save your hair, use Fitch Shampoo," attacked by Federal Trade Commission in complaint for release today. FTC contends product will not save hair; accuses F. W. Fitch Mfg. Co. and F. W. Fitch Co. (distributor), Des Moines, of making other misrepresentations, gives 20 days to answer. Meantime FTC ordered R. B. Semler Inc., New Canaan, Conn. (Kreml hair tonic), to desist from specified allegedly false representations.

Business Briefly

ARMOUR INTERESTED ● ABC and Armour & Co. talking over sponsorship of *Al Pearce Show* at reported $1,200,000 cost. Packing company, through Foote, Cone & Belding, shopping for replacement for Hedda Hopper, cancelling June 3.

CAMEL SUB ● Summer replacement for *Abbott & Costello* Thurs., 10-10:30, on NBC is Vaughan Monroe orchestra, effective July 4. Broadcasts will originate all over country. Sponsor, R. J. Reynolds Tobacco Co. for Camels. Agency, William Esty & Co., New York.

PURITY APPOINTS ● Purity Bakeries Corp., Chicago, appoints Young & Rubicam, Chicago, effective Aug. 1 to handle Taystee Bread Div. advertising. Y&R already handles Grennan Cake Div. for Purity.

DIGEST CONTINUES ● Hall Bros., Kansas City, continues *Radio Readers Digest*, CBS Sun. 1-1:30 p.m., until replacement can be found. Sponsor wants to replace with program emanating at Kansas City plant headquarters. Agency, Foote, Cone & Belding, Chicago.

WAKEMAN'S 'HUCKSTERS' PROMOTED BY RADIO

FREDERIC WAKEMAN'S *The Hucksters* (reviewed on page 24) will be promoted by radio, industry which new novel chides. Publisher, Rhinehart and Co., New York, starts June 3 two-week transcribed singing commercial campaign, twice daily on WMCA and WNEW New York. Agency, Franklin Spier, New York.

There's no doubt about it—Mid-America is growing.
You see it in the expanding industrial areas—and
in the prosperous agricultural sections.
KCMO IS GROWING, TOO! With 50,000 Watts Day,
10,000 Watts Night, at 810 kc (now under construction),
your sales messages will reach every corner of this rich
and expanding market.

Represented by John E. Pearson Co.

Copyright 1946, KCMO Broadcasting Co., K. C., Mo.

KCMO

Basic ABC • Kansas City, Mo.

There's a Basketful of Reasons

for

KOIL's Loyal Audiences

Yes, there are a lot of reasons why listeners in the Omaha market tune in KOIL bright and early every morning and stay tuned in all day long. Perhaps the biggest reason is KOIL's *variety* of programs.

Blended with ABC's great daytime schedule are a number of KOIL-produced news, musical programs and public interest shows that are long-time favorites with Omaha-Council Bluffs area listeners. Smart advertisers are selling this big family of listeners year in and year out with KOIL programs. Write us or an Edward Petry man about the *sure-selling* shows now available.

Represented by
Edward C. Petry Co., Inc.

BASIC ABC
1290 KC
5000 WATTS
KOIL
GORDON GRAY, VICE PRES. AND GENERAL MANAGER

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Laura Weber, Irving Kipnes.

BUSINESS

MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas. AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION

WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Foley.
Bruce Robertson, *Senior Associate Editor*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Helen Jean Tobias.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising ® was acquired in 1932 and Broadcast Reporter in 1933.

® Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

IT'S NEWS

CRAIG CAMPBELL, NEWS DIRECTOR—WDGY

A prime step in building a bigger, better WDGY under the aggressive management of the Stuart Stations is the development of an alert and intelligent news department.

A big step in the right direction is the appointment of Craig Campbell, former managing editor of the Iowa-Nebraska division of INS, as news director. Campbell is a *working* newsman with abundant initiative and imagination. He has many years of experience in radio news under his belt and has installed a number of news departments during associations with all three major news services.

Under Campbell's direction, WDGY newscasts will be well-rounded, understandable reports. Emphasis will be on the development of local and regional news of interest to Minnesota and bordering states, particularly from the agricultural viewpoint.

MINNEAPOLIS **WDGY** SAINT PAUL

GORDON GRAY
Vice President & Gen'l Mgr.

MELVIN DRAKE
Station Manager

LEWIS H. AVERY, INC.
National Representatives

The Care

e and Feeding of Commercials

. . . *and how they love WCCO*

To get pampered attention for your announcement schedule in the Northwest, put it on *1:30 Date*—WCCO's talent-packed half-hour of music and merriment broadcast Monday through Friday afternoons.

Introduced with clever effects, special entrance music or lead-in dramatizations, live and recorded commercials are woven convincingly into the script. With the result that an advertiser's message becomes a part of the show . . . as listenable . . . and as listened to . . . as *1:30 Date* itself.

Emcee of WCCO's bright idea is Bob DeHaven, whose fresh-as-a-Minnesota-daisy personality and warm approach find the welcome mat of 822,230 radio homes*. Star of three other popular WCCO programs, our Pied Piper leads a host of loyal fans to *1:30 Date*.

Eight featured staff entertainers and a 13-piece orchestra share Bob's *1:30 Date:* There's Frankie Roberts' Dixieland Five . . . the Balladeers Male Quartet, WCCO favorites for ten years . . . coast-to-coast singer, Flo Seidel . . . and Wally Olson's 13-piece orchestra. Informal guesting by radio, stage, and screen stars appearing in the Twin Cities, adds to the variety of the revue.

For the best of care for your Northwest commercials, make a *1:30 Date* with WCCO. Call us or Radio Sales for details.

**Radio Homes in WCCO's 131-county Daytime Primary Area. (CBS Listening Areas, Seventh Series, 1944)*

"Good Neighbor to the Northwest"

REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS WITH OFFICES AT: NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA.

OUR LISTENERS WILL ALL HAVE JOBS!

What's the job outlook for post-war Washington? 1161 employers give this answer:

For every four persons employed full time by private business firms in the Washington area in July 1944 . . . five will be needed after conversion to peacetime operation.

Yes . . . it's a stable market with money to spend. And to reach them by radio . . . use their entertainment station . . . WWDC.

26% INCREASE IN EMPLOYMENT

Firms estimated they would require 26% more people within a year after the war than they employed in July 1944. This need is great enough to offset the expected curtailment of government employees. These figures furnished by the Planning Committee of the Washington Board of Trade and The Opinion Research Corp. of Princeton, N. J.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY

Feature of the Week

Warren Hunter, garbed as "Paul Revere" and astride Dynamite, watches one of the Service's collectors accept a food donation.

FIVE "Paul Reveres" last week clattered through Manhattan's streets to arouse the citizenry to a peril which, if less personal to Americans than that of which the first Revere cried warning, was certainly of consequence enough to warrant an alarm.

The mission of last week's Reveres was to send the people rushing not to their gunracks, but to their cupboards. The horsemen rode Manhattan's streets to call attention to the beginning of an ambitious five-day food collection campaign sponsored by WNEW New York and American Women's Voluntary Services.

WNEW's campaign began Monday morning, a minute after midnight, when the five horsemen were sent galloping. From that time until last Friday night, all WNEW programs carried special food collection announcements, urging listeners to donate food or funds.

Few of WNEW's regular programs were rewritten to fit the special food collection theme. A station spokesman explained that WNEW wanted to prove that it was unnecessary to "depart from normal programming flavor" to do a public service, even on the scale of WNEW's "Operation Famine."

Each of WNEW's five days of special promotion was devoted to one of the five New York boroughs so that the AWVS could concentrate their collection fleets.

Sellers of Sales

PAUL FREDERICK KIZENBERGER, time buyer with N. W. Ayer & Son, New York, has been associated with the industry for the past 20 years.

Born August 10, 1907, and educated in New York City, Paul started his business career as a bank clerk with the Empire Trust Co.

Two years later—in 1926—he joined McCann - Erickson, New York, as a checker of newspaper copy. From that early start, he worked his way up the agency's ladder to assistant time buyer. He remained with the agency for 16 years but early in 1942 he resigned to join Badger, Browning & Hershey, New York, as assistant time buyer for a period of six months. And in March of the same year joined N. W. Ayer & Son, New York, first as assistant time buyer and a few months later as a full fledged time buyer.

In the latter capacity he is responsible for from $3½ million to $4 million worth of billing a year. Network accounts handled by Mr. Kizenberger are United Rexall and Bell Telephone System. Spot announcement accounts are as follows: Cliquot Club (ginger ale and sparkling water) Dr. Hess & Clark (livestock remedies), Chesapeake & Potomac Telephone Co., Michigan Bell Telephone Co., Illinois Bell Telephone Co. and Kerr Chickeries.

PAUL

The Kizenbergers have been married for the past 11 years. She is the former Julianna Wenzel. They originally met at a church gathering. They have one daughter, Janet Susan, 14 months old.

The family spends its summers at Lake Mohawk, where the Kizenbergers own a cottage. During winter they live in Flushing, L. I.

Paul says gardening, fishing and "trying to keep my old automobile together" keep him entertained.

He belongs to the Lake Mohawk Club and the Young Men's Assn.

your advertising dollars are *PROFITABLY* spent on...

WDEL

WILMINGTON, DEL.

Located in one of the fastest growing cities in the east. Covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS

Day and Night

NBC

Basic Network

FOR MERITORIOUS PUBLIC RELATIONS PERFORMANCE IN THE FIELD OF EDUCATION

It is with a feeling of pride and satisfaction that KVOO and the University of Tulsa accept the American Public Relations Association award for Meritorious Public Relations Performance in the Field of Education. Earned by KVOO's "Going to College" series, produced in cooperation with the University of Tulsa, this award will be cherished as a symbol of the bond which exists between radio broadcasting and higher education under the American system of free enterprise.

We are pleased to report that the "Going to College" series is now concluding its second consecutive year with an even greater record of accomplishment than was enjoyed in its first year.

RADIO STATION KVOO

OKLAHOMA'S GREATEST STATION, TULSA. 50,000 WATTS — NBC

EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES

Promotion
GIVEN:
1. TOP PROGRAMS –
with the best talent,
the most astute sponsors
2. TOP FACILITIES –
those of America's No. 1 Network
3. TOP AFFILIATES –
the aggressively service-minded
and promotion-minded independent
stations of the NBC network....
AMERICA'S NO. 1 NETWORK

nmade easy

...it's easy to be cited by City College's panel of trade publication experts

"for all-over national network promotion"
(The CCNY Plaque for top honors)

"for the most effective public service radio program developed by a clear channel radio station: 'Alcoholics Anonymous'"
(Award of Merit to WWJ, Detroit Affiliate)

"for the most effective all-over station promotion by a clear channel station
(Award of Merit to WLW, Cincinnati Affiliate)

"for the most effective all-over promotion by a national network"
(Award of Merit to NBC)

"for the most effective promotion by a national network of a sponsored radio program: 'Edgar Bergen and Charlie McCarthy' (Standard Brands)"
(Award of Merit to WKY, Oklahoma City Affiliate)

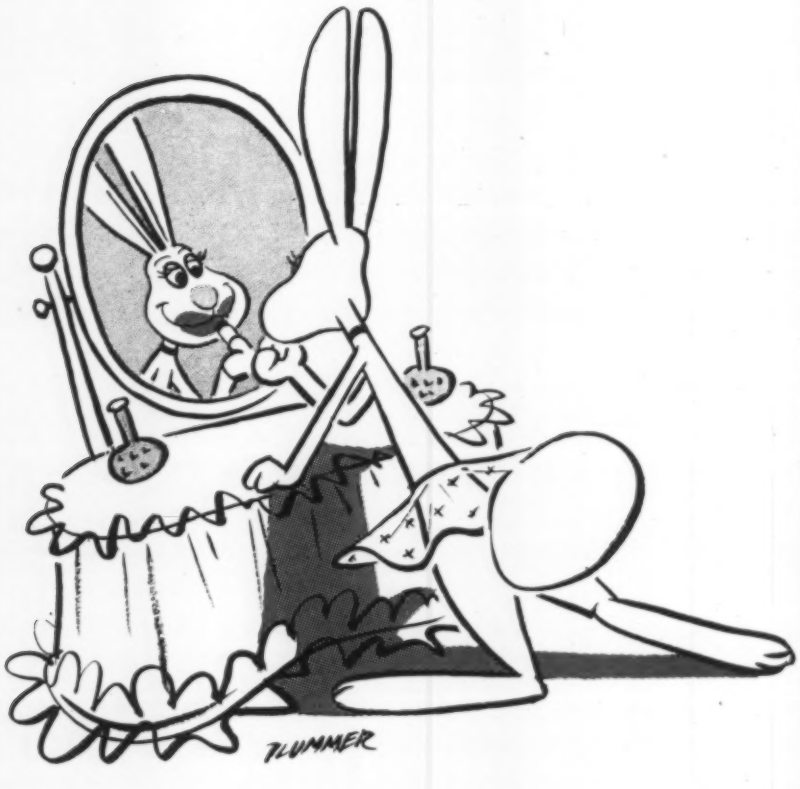
"for the most effective promotion by a national network of a radio program designed for sponsorship: 'The Fred Waring Show'"
(Award of Merit to NBC-Press and Promotion)

"for unusually effective all-over promotion by a regional network"
(Honorable Mention to NBC Western Division)

...the National Broadcasting Company

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!



● Maybe it's instinctive with you, but more likely you *plan* those "finishing touches" that really distinguish your product—those little extra somethings that lift it away from competition.

Same way with our work here at F&P. Almost any station-representative can do the basic routine of this business. But what we add is that extra effort that makes all the difference. Seeing to it that you get *all* the information on any subject under discussion—that you get the *best* deal available rather than just a "good" deal—that you are *happy* about your spot broadcasting, rather than just "contented".

Want some of those finishing touches—of *our* business?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **DETROIT:** *645 Griswold St.* Cadillac 1880 **SAN FRANCISCO:** *58 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 30, NO. 21 WASHINGTON, D. C., MAY 27, 1946 $5.00 A YEAR—15c A COPY

Capital Comments on Air News and Views

Wheeler Declares Formula Must Be Found

By BILL BAILEY

RADIO must find a formula comparable to that of the newspapers for presenting both sides of the news about pending legislation or Congress may be forced to take a hand.

That warning was sounded last week by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, thus bringing into the open a smouldering fire of antagonism on Capitol Hill against radio generally for the manner in which certain commentators and Government spokesmen have urged continuance of the Office of Price Administration [BROADCASTING, May 13].

Senator Wheeler believes the responsibility is solely that of broadcasters, he told BROADCASTING. He feels that radio might well take a lesson from the press in the presentation of news. Failure of broadcasters to "correct the situation" should lead to remedial legislation, declared the Senator whose committee originates radio legislation.

"I definitely feel that radio should not permit propaganda or speeches by various departments of Government or commentators on pending legislation unless Representatives or Senators and those who oppose the views expressed are given an opportunity to have equal time," said Senator Wheeler.

By "equal time" he made it plain that he meant the same time in which the original broadcast is aired. "When a commentator or Government department goes on the air, the commentator, particularly, has a certain audience," he explained. "The only way to reach the same audience with the other side of the story is by using his particular time."

Senator Wheeler said too many times when an opponent of views expressed by a commentator or Government official asks for time to present the opposing side, he is given a period far removed from the time of the first broadcast, thereby making his reply to an audience different from the one which heard the first broadcast.

"When a newspaper attacks someone or takes one side of an issue on legislation, practically every newspaper permits an answer to be published," said Senator Wheeler. "Newspaper readers are practically the same people every day—at least the bulk of the readers are. If a commentator goes on at a certain hour and the opposition at a different hour, you do not reach the same listeners."

Senator Wheeler said that regardless of how broadcasters or commentators feel about legislation and other public issues, they are obligated to see that the people

(Continued on page 89)

SENATOR WHEELER

Miller Attacks Petrillo's Delay In Letter Asking AFM to Act

By J. FRANK BEATTY

DISCORD crept into the harmonious relations between the AFM and NAB last week when Justin Miller, association president, called on James C. Petrillo to quit stalling and live up to his promise to negotiate with broadcasters on a national policy basis.

Impatient at what radio executives believe to be an AFM runaround, President Miller politely recited industry grievances in a letter, the diplomacy of which is exceeded only by the dignified manner in which Mr. Miller leaves the way open for further joint meetings. At its May 9 meeting in Washington the Industrywide Music Committee had suggested that Mr. Miller contact AFM about the delay.

Miller Surprised

Though NAB's president adhered to his policy of keeping negotiations on a gentlemanly basis, there runs through the letter the suggestion that the AFM's actions are out of tune with the honeyed words uttered during two broadcasters-musicians meetings in early April.

President Miller opened his letter by voicing surprise and disappointment at the recent editorial in the *International Musician* in which the AFM head ordered a continuance of feather-bedding practices [BROADCASTING, May 6].

In the editorial Mr. Petrillo told AFM members they could not play simultaneously for AM and FM programs unless for dual pay and that they could not play for television until further notice. He previously had reaffirmed his ban on broadcast in this country of foreign musical programs.

President Miller's letter reminded that he had repeatedly asked that a joint committee of perhaps seven or eight on each side be named to conduct national policy negotiations in advance of local contract dealings. He called attention to the fact that he had met with the AFM president on three occasions to discuss the idea, with indications that good progress was being made.

Broadcasters are ready to meet, Mr. Miller said, and are anxious to avoid "the wasteful procedures of strikes and lawsuits." He said that even if such methods and procedures are used, joint negotiations will still be necessary.

"Surely, fair-minded people can do this, now," he wrote.

Both sides have a common aim, according to the letter: "To give the American listening public the

(Continued on page 95)

Station's 'Editorial Page' Is Urged By Durr

By RUFUS CRATER

AN EDITORIAL PAGE for radio stations, balanced by a "letters to the editor" period, is advocated by FCC Comr. C. J. Durr.

His stand is regarded by radio men as a right-about-face from the Commission's position in the celebrated Mayflower decision of 1941, in which FCC ruled that "the broadcaster cannot be an advocate." Broadcasters have looked upon the Mayflower opinion as an edict prohibiting stations from editorializing over their own microphones.

If the Mayflower decision has had that effect, Commissioner Durr contends, then the FCC should have another look at the Mayflower decision.

Stations Fear FCC

Commissioner Durr outlined his position in an impromptu discussion at Ohio State U.'s 16th Annual Institute for Education by Radio [BROADCASTING, May 13], after Justin Miller, NAB president, had attacked the Mayflower opinion and said it made broadcasters fearful of FCC's wrath.

The Commissioner takes the po-

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COMMISSIONER DURR

Durr

(*Continued from page 15*)

sition that it is a poor rule which would require a station to broadcast all opinions but its own. One answer, he maintains, is a period clearly labeled "editorial" in which the broadcaster presents his own views—and provides equal time for the presentation of opposing views.

"Broadcasters should editorialize in their own way but make it abundantly clear that they are expressing their own opinions," he declared. "Such 'editorials' should be broadcast at a particular time and not scattered throughout the program day. In my judgment, moreover, the 'editorial page' would carry with it the responsibility of carrying an opposite 'letter to the editor page' broadcast in the same time bracket."

His "letter to the editor" phrasing was more descriptive than literal. He does not think it sufficient for a broadcaster to air his own views and then, if letters of reply are received, to pick out those he wants to use and read them in the period allotted to opposing viewpoints.

Rather, he feels that the "letters to the editor" period should be composed of presentations by responsible representatives of a "substantial point of view," which presumably would not require a station to make its facilities available to just anybody who happened to take exception to an "editorial."

Should Not Be Sterile

Commissioner Durr made it clear that in his opinion there already is a great deal of editorializing on the radio, "either directly or indirectly." This was particularly true during the war, he explained, adding that many of the causes espoused were beyond dispute.

To go further and present station viewpoints and opposing views in a clearly defined editorial period would, he felt, "be a very healthy and desirable thing." He added that "I don't know what the attitude of my colleagues will be."

He said it was his own personal view that radio "should not become socially, politically and economically sterile."

Exhuming of the Mayflower decision would be a sequel to the FCC's Blue Book dealing with "Public Service Responsibilities of Broadcast Licensees." How a reappraisal might be made was not indicated, but presumably it would await a specific case involving Mayflower decision principles.

The Mayflower case dealt with the application of Mayflower Broadcasting Corp. of Boston for the facilities of WAAB, then operated as part of Yankee network in Boston. The FCC proposed on May 29, 1940 (and made final the following Jan. 16) a denial of the Mayflower application on grounds that the applicant had not shown itself to be financially qualified and that it had made false representations in its application.

But in the hearing the contention was made that WAAB, which was up for renewal of license at the same time, had broadcast "so-called editorials from time to time urging the election of various candidates for political office or supporting one side or another of various questions in public controversy."

This, the Commission found, continued from early 1935 through September 1938. FCC granted the renewal, however, in view of uncontested Yankee Network affirmations "that no editorials have been broadcast since 1938 . . . and that it is not intended to depart from this uninterrupted policy," and in view of "the loss of service to the public involved in the deletion of this station."

While granting WAAB renewal, the Commission sharply reprimanded the station and put the industry on notice that expression of its own views was not one of its functions. The decision, re-

(*Continued on page 90*)

Stock Issue Brings Noble's Interest in ABC Down to 35%

EDWARD J. NOBLE's interest in ABC will drop from 74.07% to 35.5% in the network's contemplated stock issue but he will retain control because of the wide distribution of stock, FCC was informed in an application filed by ABC last week. Mr. Noble is chairman of the board of the network.

Holdings of other stockholders also will be reduced. Principals and their present interests include Justin W. Dart, president of United Drug Co., 5.22%; Robert E. Kintner, ABC vice president, 4.26%; Mark Woods, president of the network, 3.86%.

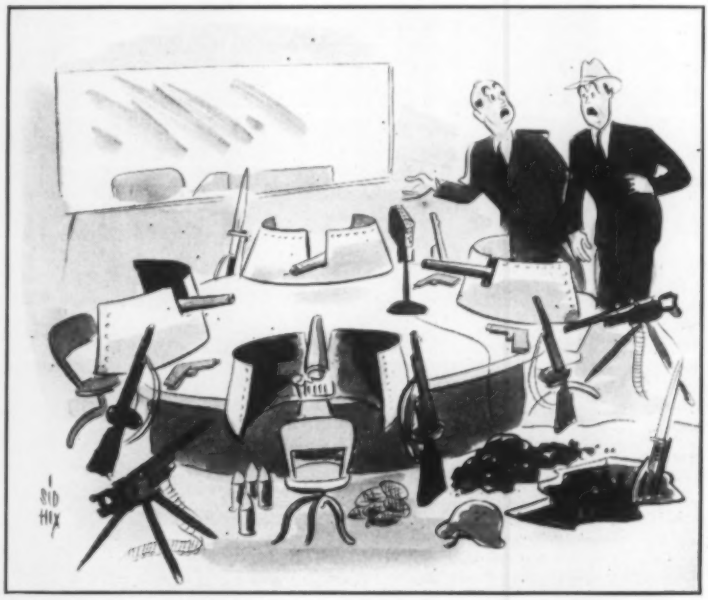
The application seeks Commission consent to the projected sale of approximately 1,500,000 shares of stock to the public at about $15 a share [BROADCASTING, April 29, May 6] to key an expansion program in AM, FM and television.

A net return of approximately $14,000,000 is expected, and the application said this would be used to pay $4,000,000 in 2% notes due Oct. 14, 1947; to pay for the projected $3,650,000 purchase of King-Trendle Broadcasting Corp. (WXYZ Detroit, WOOD Grand Rapids, and Michigan Radio Network), and to provide $6,350,000 for further investment.

Dillon, Read & Co., which handled the FCC application, and a nationwide group of investment bankers are to handle the offer. A limit of 10,000 shares has been placed on the amount which may be bought by any one purchaser. None may be bought by aliens or representatives of foreign governments or foreign corporations. Affiliated stations may buy at about $14 a share.

ABC estimated 1947 income, excluding possible losses, would be at $1 a share on an assumed basis of 2,000,000 shares outstanding. A total of 2,500,000 shares are authorized, with 958,600 now outstanding and the remainder—1,541,400—to be offered for sale.

ABC plans to submit data on its stock issue to Securities and Exchange Commission within a few weeks.



Drawn for BROADCASTING by Sid Hix

"This is our new round table for forum discussions!"

Morgan Replaces Benny For Summer on Nets

WITH talent budget of more than $13,000 weekly, American Cigarette & Cigar Co. (Pall Mall cigarettes), on June 2 starts *Frank Morgan Show*, summer replacement for *Jack Benny Show* on 146 NBC and CBC stations, Sun., 7-7:30 p.m. (EDT), with transcribed repeat on seven West Coast stations, 8:30-9 p.m. (PST).

Nana Bryant, film and stage actress, will be Mr. Morgan's supporting player. Elliot Daniel, arranger for Walt Disney Studios, is musical director. Robert Riley Crutcher will be chief writer, assisted by Rik Vollaerts and team of Eisenbach and Gillis. Packaged by Berg-Allenberg Productions, Hollywood, show will be produced by Z. Wayne Griffin, radio department manager, with Sam Pierce, director.

When *Jack Benny Show* resumes in fall, new program shifts to a different network time. Frank Morgan is under a six year optional contract to the sponsor. Ruthrauff & Ryan Inc., New York, services the tobacco account.

Small Market Group Pushes Late Hour Sales

CAMPAIGN to promote sale of late hours on station schedules has been started by NAB Small Market Stations Division, headed by J. Allen Brown. With early and mid-evening hours solidly sold, NAB will provide stations with accounts of station experiences in obtaining sponsors for periods after 11 p. m.

Two instances of successful sale of late hours are cited by NAB in opening the drive. First is the 11:15-12 p. m. *Parade of Musical Hits* on WGAR Cleveland, sponsored three years by Bailey Department Stores. Only three commercials are used, according to NAB, "showing the sponsor's awareness of good radio production and effectiveness of radio selling power when based on good taste and high entertainment value." Another program cited is the 11-11:15 p. m. news period of WJTN Jamestown, N. Y., which is divided into three parts — national, sports and local news. The segments are sold separately.

Autrey Opposite Benny

A MAJOR switch by William Wrigley Jr. Co., Chicago (chewing gum), in its radio campaign will move the *Gene Autrey Show* on CBS from 5:30-5:45 p.m. (EDT) to Sunday 7-7:30 p. m. (EDT) opposite Jack Benny on NBC. *Island Venture*, produced from WBBM Chicago, Thurs. 10-10:30 p.m. (CDT), through Arthur Meyerhoff agency, effective June 16 is cancelled by Wrigley. During the war company sponsored three institutional programs on CBS, *First Line, Service to the Front* and *America on the Air.*

P&G Grabs Program Lever Dropped

Soap Sponsor Policies Typify Confusion In Ad Picture

By BRUCE ROBERTSON

LEVER BROS. Co. cancellation of *Big Sister* after the program had been on the air for Rinso uninterruptedly nearly ten years and immediate purchase of the program by Procter & Gamble Co. depicts in a single incident the confusion of today's advertising picture and the differences in thinking among advertisers faced with the same conditions.

Program, which started on CBS for Rinso Sept. 14, 1936, and has continued on that network five days a week for the same product ever since, has been cancelled by Lever Bros. effective Friday, June 21. The following Monday, June 24, it will be back on CBS but at a new time and for a new sponsor and product. Sponsor is Procter & Gamble; product is Ivory soap. Time was not definitely set last week but will probably be 1-1:15 p.m. on CBS.

This period is now occupied by *Life Can Be Beautiful*, which is not being dropped but will move to a new time, according to Compton Adv. Inc., agency for Ivory. General reshuffling of P & G daytime programs may result, with strong possibility that a quarter-hour of afternoon time may be dropped to offset the addition of the 11:45-12 noon period on CBS just purchased by P & G.

Lever will retain the 12:15-12:30 p. m. time on CBS now occupied by *Big Sister*, moving *Aunt Jenny's Real Life Stories* into it from the 11:45-12 spot.

One Lever Serial

Lever Bros., which in 1945 spent over $7,000,000 for network time alone, making it the fourth largest network advertiser of the year, will have one daytime serial, *Aunt Jenny's Real Life Stories* (on CBS for Spry), and one evening show, *Man Called X* (summer replacement for Bob Hope on NBC), on the air this summer.

Of the other Lever shows, Bob Burns Lifebuoy program on NBC ends with the June 27 broadcast; *Lux Radio Theatre* goes off CBS July 1 for eight weeks; *Inner Sanctum*, on CBS for Lipton's tea, terminates June 25 and after an eight-week layoff will be replaced in the fall by *Vox Pop; Amos 'n' Andy*, on NBC for Rinso, will take a 17-week rest starting June 4, with Dunninger taking over their spot during June to complete the 39-week cycle for the product. Lever on March 29 dropped *A Woman's Life*, daytime serial on CBS for Swan.

Procter & Gamble Co., leading user of network time in 1945 for which it spent some $15,000,000, is faced with the same critical shortages of fats as Lever Bros.; knows that users of its products are not finding them regularly on the dealers' shelves and are taking whatever substitutes are available. But P&G is taking no chances on having its brand names forgotten before the products are back on the market again.

P&G's summer schedule includes 12 daytime serials on CBS and NBC, plus sponsorship of *Glamour Manor* and 15 minutes of *Breakfast in Hollywood* on ABC and co-sponsorship of *Queen for a Day* on MBS, as well as two evening weekly half-hours. Schedule includes the following Monday-through-Friday serials: NBC—*Road of Life* (Duz), *Joyce Jordan M. D.* (Drene and Dreft), *Woman of America* (Spic and Span), *Ma Perkins* (Oxydol), *Pepper Young's Family* (Camay), *Right to Happiness* (Ivory Soap); CBS—*Road of Life* (Duz), *Life Can Be Beautiful* (Ivory Soap), *Ma Perkins* (Oxydol), *Young Dr. Malone* (Crisco), *Rosemary* (Ivory Snow), *Perry Mason* (Spic and Span).

Other Day Series

Other P&G daytime programs, also continuing through the summer, are: 11-11:15 a. m. segment of *Breakfast in Hollywood* (Ivory Flakes) on ABC; *Eddie Dunn*, replacing *Glamour Manor* (Crisco, Ivory Snow), on ABC, 12-12:30 p. m.; *Queen for a Day* (Duz) on Mutual, 2:30-3 p. m., with Miles Labs. (Alka-Seltzer) as co-sponsor. All these are Monday-through-Friday programs.

P&G evening summer schedule includes the *Drene Show* (Drene) on NBC, Thursday, 10:30-11 p. m., and *Life of Riley* (Teel), also on NBC, Saturday, 8-8:30 p. m. Programs which P&G is withdrawing for the summer are: *Truth or Consequences* (Duz), NBC, Saturday, 8:30-9 p. m., which will be off the air July 6 to Sept. 7; *FBI in Peace and War* (Lava Soap), CBS, Thursday, 8:30-8:55 p. m., which leaves the air June 27 and returns Aug. 22; *Lanny Ross* and *Mystery of the Week* (Ivory Soap), which divide a CBS network at 7-7:15 p. m. Monday through Friday but will not be heard July 1 through Aug. 16; Jack Smith (Oxydol), CBS, Monday through Friday, 7:15-7:30 p. m., also to be off July 1-Aug. 16.

All Good Buys

EVEN THOUGH it owns WJJD Chicago, the *Chicago Sun* thinks other Chicago stations are good buys, too. Now sponsoring Ulmer Turner, news commentator, on WJJD and Studs Terkel's *Wax Museum* on WENR, the Marshall Field paper has signed for Paul Gibson's *Housewive's Protective League* on WBBM, Mon. - Wed. - Fri. 8:30 - 8:45 a.m. Contract was placed through Wade Adv., Chicago.

Eversharp Pushing New Fountain Pen

A CONSIDERABLE portion of Eversharp's advertising budget, estimated at $4,000,000, will be used to introduce the company's new C. A. pen, according to N. E. Anson, advertising manager of Eversharp Inc., Chicago. Plans include local cut-ins on both of Eversharp's CBS shows (*Take It or Leave It* and *Mazie*) plus newspaper space and radio in major markets as production increases. Eversharp production goal is 5,000,000 C. A. pens.

Extent of the company's radio appropriation was not disclosed, though Mr. Anson said each of the 20,000 dealers throughout the United States could take advantage of the company's cooperative advertising program. This is believed to be 2½% of gross purchases by the retailer, with the company absorbing 50% of the local budget.

Company has already introduced its new product in New York, Washington, Chicago, Cleveland, Detroit and Akron in what it terms will be the biggest advertising campaign in the history of the fountain pen industry. New name of the pen is the "Magic Sphere C. A. Pen." Word "Repeater" was dropped due to confusion with Eversharp's "Repeater Pencil."

Company indicated it has no plans to drop *Mazie*, starring Ann Sothern, on CBS (Fri., 9:30-10 p. m. CDT) through Biow Agency at termination of its present contract.

Credit Co. on MBS

COMMERCIAL CREDIT Co., Baltimore, starts sponsorship of *Special Investigator*, Sun. 8:30-8:45 p. m. CDT) through Biow Agency Format is composed of weekly dramatization exposing frauds. Contract for 52 weeks was placed by Sheldon, Quick & McElroy, New York.

There's No Black Eye for Radio . . . . . *An Editorial*

THE DROP in radio billings has been highly publicized. Newspaper advertising columns have had much to say about it. Space salesmen have hinted that now that paper is more plentiful, newspapers and magazines are getting back the advertising that is rightfully theirs, that fell to radio only because the printed media could not accept it during the war.

Since the rail strike papers again have been forced to ration space because of lack of newsprint deliveries.

What has not been said, however, is that the drop in advertising is not affecting radio alone. When a worldwide famine makes it necessary for American producers of cereals, breads, beer and other grain products, of soaps and other products derived from fats, to curtail production and in many cases to pare down their advertising budgets, proportionately, all media feel the loss. So, too, when the cancellations stem from strikes, governmental restrictions and other factors that have halted or slowed the flow of goods from factory to consumer.

But there is one important difference between radio and other media that has not been mentioned. When an advertiser curtails or cancels his newspaper or magazine appropriation no one except himself, his agency and the publisher knows about it. The same is true of newspaper advertising. Only when the accumulated cancellations reach the point of causing a major reduction in the size of the paper or magazine does it attract attention.

It's not like that with radio, however. When an advertiser cancels a single program, or lays if off for the summer, everyone knows it, including—and particularly—the listening public. Lifebuoy ads can disappear from newspaper and magazine pages and the public will never know—or care. But when Bob Burns goes off the air, millions of Americans both know and care about it. Something friendly and familiar has disappeared from their lives. They may have laughed—or perhaps winced—at the foghorned "Beee ooooo" commercials, but because of Mr. Burns and his bazooka and his Arkansas kin they listened and liked it. And bought Lifebuoy because of it.

Last week BROADCASTING checked with a number of top advertising agencies, found ample confirmation for the above statements. Individual accounts may vary somewhat, but overall agency after agency reported that when an account had cut down on its radio expenditures it had made similar and proportionate reductions in its placements in other media.

On one fact, all the agency executives agreed. Certain advertisers have had to curtail their advertising budgets. But the result can in no way be looked at as a black eye for radio.

Hearings Opened on Los Angeles Video

Eight Applicants Seek Seven Channels Allotted

COST, programming and the likely ratio between commercial and sustaining television shows came into the spotlight as FCC opened hearings last week on the eight applications for the seven video channels available in Los Angeles.

ABC President Mark Woods, testifying in support of American's application, said he thought the question of how much television time should be commercial and how much sustaining would not be a consideration for 25 years. Sidney N. Strotz, NBC vice president, thought it would be at least 10. Lewis Allen Weiss, Don Lee executive vice president, foresaw not more than 10% recovery of costs during the first year of operation after conversion to commercial television, but emphasized Don Lee's demonstrated staying power and interest in the medium.

Estimates Differ

Estimates on the ultimate ratio between commercial and sustaining ranged from 70-30 to 50-50.

Hughes Productions estimated its contemplated Los Angeles station would cost $1,850,000 to install and $108,000 a month to operate. Construction of its projected San Francisco outlet was put at $1,300,000 and monthly operation at $75,000, with many of its programs coming from Los Angeles. Representatives of KFI Los Angeles said they would invest as much in their proposed outlet as Hughes contemplated, if necessary.

The networks stressed the need for owned stations from a programming as well as a profit and service-to-advertisers standpoint. Television networks were thought by some of the participants to be about three years away.

The hearings were held in Los Angeles, with FCC Assistant General Counsel Harry M. Plotkin presiding.

Meanwhile, FCC in Washington officially announced its denial of the petition of Allen B. Du Mont Labs. Inc. for elimination of any reference to Du Mont in the Los Angeles hearing issues and for elimination of any evidence at Los Angeles regarding the interests of Paramount Pictures Inc. in Du Mont. However, FCC ordered that testimony on the "fifth issue," a multiple ownership question regarding Paramount interests in 10 television applicants — including Du Mont—be deferred until later, to be taken in Washington and made a part of the Los Angeles record [BROADCASTING, May 20].

Early in the Los Angeles hearing, the California Committee for Radio Freedom requested and was granted permission to appear later and testify on the suitability of Earle C. Anthony Inc. (KFI) and of Don Lee Broadcasting System to be television station operators. Later an IATSE request that all video stations be required to employ motion picture photographers was put into the record with consent of participants. Los Angeles video applicants are Times-Mirror Co., Dorothy S. Thackrey (WLIB KYA KLAC), Paramount, Earle C. Anthony (KFI), Don Lee (KHJ), Hughes Productions, ABC and NBC.

Monday Sessions

The hearing opened Monday with testimony on behalf of the application of Hughes Productions, division of Hughes Tool Co.

Howard P. Hall, assistant secretary, said the company had no transmitter site for its proposed Los Angeles station but that several agreements were likely to provide one if a construction permit is granted. Frank C. McDonnell, comptroller and treasurer, testified to the firm's financial stability and traced the history of its earlier FM and experimental television applications and grants, which he said were deleted due to wartime conditions. Noah Dietrich, executive vice president, reviewed the activities of Howard Hughes Jr., head of the company, in aviation and motion pictures.

Henry A. Crossland, general manager of the broadcast department, described the company's television and FM plans for Los Angeles and San Francisco, saying the former would be a major originating point and supply many programs to the Bay City outlet.

Mr. Crossland said General Electric could not deliver equipment for the station before early 1947 and added that transmitters for the first six channels would be available four months before those for the last seven.

Plans for operation of the station were outlined by Hoyland Bettinger, program consultant. Testimony for the tool company was concluded Tuesday morning by Berry King, program research consultant.

Would Invest Heavily

Testifying for Earle C. Anthony Inc., licensee of KFI Los Angeles, President Earle C. Anthony said he considered expansion into television a natural progression.

William B. Ryan, KFI general

(*Continued on page 99*)

WEEU is Sold for $350,000; $250,000 KMED Transfer Price

SALE of WEEU Reading, Pa., by Berks Broadcasting Co. to publishers of the Reading *Eagle* and the Reading *Times*, for approximately $300,000 net was reported consummated last week, subject to FCC approval. The overall transaction would amount to about $350,000, including estimated quick assets of $50,000.

WEEU operates on 850 kc daytime with 1000 w. Stockholders in Berks Broadcasting Co. are George J. Feinberg, New York textile manufacturer, 75%, Milton J. Hinlein, owner of KDRO Sedalia, Mo., 12½%, and Joseph M. Nassau, manager, 12½%. They acquired the station in January 1945 for $205,000.

Purchaser of the station would be Hawley Broadcasting Co., which is owned by the individuals who control the Reading newspapers. Hawley Quier is president and publisher of the newspapers. Others in the ownership include members of his family and James E. Keller, newspaper executive and assistant secretary of the new corporation.

The newspapers recently procured an FM conditional grant. WEEU also is applying for FM and one of the applications will be dropped. Application for the transfer shortly will be filed with the FCC by the Washington law firm of Cohn and Marks.

PURCHASE of KMED Medford, Ore. for $250,000 by Luther E. Gibson, owner of KHUB Watsonville, Calif., and a reorganization of the licensee of WJOB Hammond, Ind. enabling employes to share in the profits were reported to the FCC last week for approval.

A conditional FM grant as well as the 1-kw standard outlet would be transferred in the sale of KMED, now solely owned by Mrs. Blanche Virgin. The transfer would be from Mrs. Virgin to Gibson Broadcasting Co., of which Mr. Gibson is president and owns all outstanding stock. KMED operates on 1440 kc fulltime.

Mr. Gibson had bid for KROY Sacramento under the Avco plan when KROY was proposed for sale to Harmco Inc. by Royal Miller Radio for $150,000, but FCC approved transfer to Harmco [BROADCASTING, May 13]. The KMED transfer will be subject to the Avco procedure, giving competitive bidders 60 days to match Mr. Gibson's offer.

Mr. Gibson has a conditional FM grant for Salinas, Calif., is sole owner of the daily *Times-Herald* and *News Chronicle* at Vallejo, and is interested in a bus company and a laundry at Vallejo. Associated with him in Gibson Broadcasting Co. are Orvin B. Gaston,

(*Continued on page 96*)

FAMINE OBSERVERS
WLW Delegation to Report From Stricken Areas

FACTUAL on-the-spot reports of famine conditions in Italy, Greece and Poland will be given by a delegation of WLW Cincinnati representatives. The group, comprising WLW Farm Director Roy Battles, Mrs. Rhea McCarty Ahn, wife of a Columbus physician, representing housewives, Alvin V. Hokanson, Porter, Ind., grocer, who will report from the angle of food merchants and C. D. Blughan, Danville, Ohio, farmer, left for Washington last Wednesday on the first leg of the trip.

Direct broadcasts from Europe are being arranged by Kit Fox, director of the special broadcast services department of WLW. Miss Fox is in charge of arrangements for the trip and broadcasts.

CBS Stations Advisors Retain Lounsberry, Hill

CBS STATIONS Advisory Board, meeting at the network's New York headquarters last Thursday and Friday, reelected I. R. Lounsberry, WKBW-WGR Buffalo, chairman and E. E. (Ted) Hill, WTAG Worcester, Mass., as secretary. Both officers were reelected for a second term.

Members attending: C. T. Lucy, WRVA Richmond; Glenn Marshall Jr., WFOY St. Augustine; W. H. Summerville, WWL New Orleans; F. C. Eighmey, WTAD Quincy, Ill.; Arthur Church, KMBC Kansas City; Kenyon Brown, KOMA Oklahoma City; Clyde Coombs, KARM Fresno, Calif.

Lindow Leaving Army, Schmitz Heads Branch

LT. COL. LESTER LINDOW, head of Radio Branch, War Dept. Bureau of Public Relations, was separated from the Army last week and is now on terminal leave. He is former manager of WFBM Indianapolis. His future plans are not definite, though he intends to return to radio management, not necessarily at WFBM. Acting chief of the Radio Branch will be Capt. Leonard Schmitz, recently returned from radio public relations headquarters in Tokyo.

Second A-Bomb

SECOND atomic bomb experiment at "Crossroads" this summer will be an under-surface explosion detonated by radio impulse controlled from a ship 20 miles from the target. Special technical equipment including ionization chambers will be encased with the bomb. The equipment will flash the initial action of the bomb to technicians aboard the laboratory ship.

Footprints

They could be Robinson Crusoe's Friday. They could be the clue to a murder. Or maybe some guy just out for a walk on the beach made them.

But we're using them for one reason. As a *mark*. The kind of mark that the waves may wash away on the next tide.

W-I-T-H also has made a mark, a permanent mark in this big 5-station radio town that stays on and on.

Year after year W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in Baltimore.

If you want to make sales marks for your product in this 6th largest city at the lowest cost . . . you'll be on the safe side with W-I-T-H. It's the work-horse station that pushes sales up and up. It belongs on your list.

W·I·T·H

and the F M Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

UN Council Suddenly Bans Broadcast

Sudden Mike Fright Sets Dangerous Precedent

By EDWIN H. JAMES

A FIVE-MAN subcommittee of the United Nations Security Council, seized with an acute case of international mike fright, last week suddenly imposed radio silence at a meeting to which the press had uninhibited access.

The action was viewed by broadcasters not only as discriminatory, but also as possibly portending the establishment of a dangerous precedent.

The decision to throttle radio while permitting the press wires and phones to hum unhampered came at 4 p.m. Wednesday as the Security Council's subcommittee investigating charges that Franco's Spain constitutes a threat to international peace was preparing for its first open hearing on that touchy subject.

Inhibited by Mikes

The committee members, it is understood, nervously decided that the presence of live microphones in the hearing chamber would inhibit their discussion of the Spanish issue. The presence of the press, it must be assumed, singularly failed to arouse the committeemen's alarm.

Acting on directions, Christopher Cross, radio liaison officer for the UN assistant secretary-general in charge of public information, dispatched telegrams to broadcasters, advising them that at Thursday's 11 a.m. session of the subcommittee no live broadcasts of the proceedings would be aired.

It was reportedly not without reluctance that Mr. Cross, a long-time radio publicist, dispatched the messages. Broadcasters were quick to react. To Mr. Cross came a telegram from Stanley Richardson, NBC newsman recently appointed chairman of a committee representing broadcasters accredited to the UN.

On behalf of U. S. broadcasters accredited to the UN "I protest strongly against the decision of the committee," wired Mr. Richardson. ". . . Such action not only is a discrimination against radio as a news medium, but is in direct violation of spirit and letter of principle of freedom of access to news sources everywhere by all media for which United Nations stands."

Clifford Evans, director of news and special events at WLIB New York, which has carried many of the UN sessions in their entirety, huffed even more angrily than Mr. Richardson had. To Mr. Cross' boss, Benjamin Cohen, UN's assistant secretary general in charge of public information, he wired: ". . . It is an action that is deplorable."

WLIB had scheduled a broadcast of the subcommittee's proceedings to begin at 11:10 a. m.

Thursday Morning

On Thursday morning, before the subcommittee convened, UN press officers urged the subcommittee to renounce its decision, let radio, like the press, utilize the full resources at its command. But the plea was unsuccessful. Radiomen, the subcommittee said, could listen, like the press, to the proceedings, but could not broadcast them. Broadcasters were permitted to describe the session, but the microphone system which has been used to put all participants in Security Council open sessions on the air was switched off.

For two hours, as the subcommittee listened to testimony by Dr. Jose Giral y Pereira, premier of the Spanish republican government in exile, radiomen twiddled their fingers while newspaper reporters pencils flew. WLIB and WNYC, New York's municipal station, which had habitually broadcast the newsiest session in their entirety were left with dead air to fill.

At the conclusion of the session, UN's radio and information officials renewed their efforts to change the subcommittee's mind. Said Mr. Cohen, in a telegram of explanation to Mr. Richardson: "Even before your wire was received this department was taking appropriate steps to maintain radio's position on a parity with that of other information media."

Question which would be answered this week, whenever the subcommittee reconvened in open session, was: Had Mr. Cohen's "appropriate steps" trampled out the little flames of censorship that were beginning to lick at the feet of radiomen?

Davis Joins Swing

ELMER DAVIS last week was assigned by ABC to take over two broadcasts weekly on the network's Monday through Friday 7:15-7:30 p. m., cooperative news show which heretofore has featured Raymond Swing. Beginning June 3, Mr. Davis will deliver the Monday and Tuesday commentaries and Mr. Swing the others. The network explained that the burden of intensive research made by Mr. Swing was too heavy for him to continue his commentaries five nights a week.

Hubbard Favors Black-White As He Plans Twin Cities Video

By STANLEY E. HUBBARD

President and General Manager
KSTP Inc., Minneapolis-St. Paul

WHEN the FCC just 10 days ago notified KSTP Inc. that it was recipient of a commercial television construction permit, Mr. Hubbard, well-known for his successful and enterprising planning, immediately announced that building for Twin Cities video would be started as soon as possible. His convictions, favoring black-and-white at the present time, should interest other broadcasters pondering over the pros and cons of television.

WE HAVE spent many years studying television and watching its progress and we are convinced that the presently assigned commercial band black-and-white television is now ready and desired by the public, and we intend to inaugurate television service in the Twin Cities as soon as possible.

Mr. Hubbard

Several systems of high-frequency color television are now developed to the point where they can be demonstrated under carefully controlled conditions existing in the research laboratory; however, no presently proposed system of color television has been developed beyond the status of a research laboratory plaything. The virtually unanimous considered opinion of qualified and unbiased engineers is that it will take at least five years of intensive work to develop color television to the point of delivering a service to the American people.

The KSTP engineering staff, which includes men who have had years of experience in pioneering the present work, are of the opinion that the five year estimate for color television is highly optimistic.

The matter of black-and-white versus color television is something which has been generally misunderstood by the layman as well as the broadcaster. Broadcasters and public alike have been victims of much misleading propaganda designed to confuse rather than to clarify.

We pioneers in radio broadcasting spent long hours and money to give the public a good radio broadcasting service, and to this end we have been successful. Black-and-white television is ready and desired by the public today and again it is up to us to show the same pioneering spirit and develop a good television service for the American people.

It is my opinion that many broadcasters are going to be caught asleep at the switch and will be replaced by those who are willing to pioneer.

Radio Aids Areas Hit by Storm Fury

Stations Used for Messages To Victimized Populations

RADIO last week helped maintain order when severe storms struck the vicinities of Kinston, N. C., and Laredo, Tex.

At Laredo, KPAB was off the air because of power failure during the height of a hurricane which swept across the border, tearing down the huge "Loteria Nacional" sign at Nuevo Laredo, resulting in one death and injury to six. Mrs. Doane Chapman, KPAB general manager, dispatched newsmen to Nuevo Laredo, obtained an on-the-scene statement from city's mayor and sent other staffers to hospitals for casualty lists.

Frequent announcements from Central Power & Light Co., Red Cross and other officials were broadcast. At the KPAB transmitter the chief engineer used mattresses and sheets to keep equipment dry. Force of the gale drove rain into cracks of closed windows. KPAB was so well organized that Red Cross rescue workers kept in contact with station to determine where they were most needed.

When a tornado struck the outskirts of Kinston at 8:15 p.m. EDT, Monday, Manager Bob Bingham of WFTC was covering a baseball game. He left the game, visited the scene, contacted other station personnel and within a short time WFTC was broadcasting news of the disaster and official messages for police, firemen, Red Cross and Salvation Army workers. WFTC remained on the air until 3 a.m. to keep its listeners informed of developments in Kinston's worst tornado, according to Jonas Weiland, station president.

WPTF, at nearby Raleigh, dispatched News Editor Edgar Kirk, Announcer William Alspaugh and Engineer Willard Dean to Kinston. There they set up equipment in the telephone office to put through two broadcasts, one a complete list of the storm casualties. However, power failure in Kinston, blocked WPTF's attempt to wire record interviews with victims.

Form Own Agency

EUGENE I. HARRINGTON, vice president and San Francisco manager of Foote, Cone & Belding, and Mark Buckley, account executive-radio director, have resigned to set up their own organization. Mr. Harrington and Mr. Buckley have been with agency since January 1943. Prior to that they were with old Lord & Thomas. Don Belding, chairman of the board of Foote, Cone & Belding, will supervise operations until Mr. Harrington's successor is appointed. He will divide time between his Los Angeles headquarters and San Francisco.

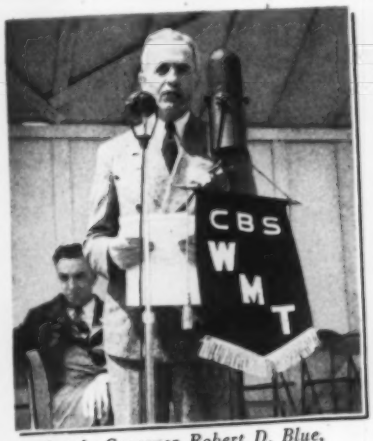
WMT Reaches Iowa's Huge FARM *Audiences with* FARM *Promotions that bring results!*

One of many WMT Farm Features

WMT builds programs for Farm audiences around Farm problems of VITAL interest. *To YOU* it means the widest, most profitable Farm market in the U. S.

35,000 Farmers Attended WMT's National Clean Plowing Contest

Iowa's largest crowd in 1946 assembled last month near Cedar Rapids, to witness the WMT "National Clean Plowing Contest." *$1,000* in CASH prizes were awarded. The contest, the first of its type ever held was more than a promotional project. It was an educational program planned to aid the Iowa Farmer meet his problems. The United States Department of Agriculture termed it "the first organized attack on the corn borer."



Iowa's Governor Robert D. Blue, who fired the opening shot to start the contest, speaks to the farmers over a WMT mike.

Part of the 35,000 Iowa farmers and their families who attended the WMT Contest and festivities.

The Winner and $500. 1st prize Ex-GI ROBERT BOWERY of Milo, Iowa, steps up to WMT's mike.

Throughout the day the crowd attended exhibits, demonstrations and broadcasts, during which numerous farm figures spoke — and were entertained by WMT artists.

One of the 50 contestants, each of whom plowed for 30 minutes.

This HUGE Iowa Farm Market is Yours on . . .

CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 K.C.
BASIC COLUMBIA NETWORK

Represented by KATZ AGENCY

For Better Remote Broadcasts . . .

Construction is compact and clean

. . . Complete in One Package!

The light weight, small size, a-c or battery operated Collins 12Z remote amplifier is a modern contribution to the furtherance of high quality remote broadcasts. Its frequency response of 30-12,000 cps ±1.0 db and noise level of more than 55 db below program level are in keeping with high fidelity AM and FM standards.

The 12Z features excellent performance, program protection, and convenience. Stabilized feedback maintains program quality over a wide variation of operating conditions. The self-contained batteries are connected automatically should the a-c power source fail. If the program line should fail, a twist of a knob connects a second line. The four microphone input channels have individual attenuator controls, in addition to the master control. The large, illuminated VU meter reads output level or operating voltages.

Complete in one package, the equipment weighs only 40 pounds and can be carried readily by one person. Transportation and set-up problems are reduced to a minimum. Maintenance is greatly simplified through advanced chassis design. The 12Z can be disassembled completely and quickly, using only small hand tools.

For more detailed information, write today to the Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

Specifications:

Mixing channels: four
Gain: approximately 90 db
Frequency response: 30-12,000 cps ±1.0 db
Noise level: more than 55 db below program level
Distortion: less than 1% from 50-7500 cps
Input impedance: 30/50 ohms. 200/250 ohms on special order
Output impedance: 600 ohms (150 ohms available)
Power output: 50 milliwatts (+17 dbm)
Power source: 115 volts a-c, or self-contained batteries
Batteries: standard types, easily obtained
Weight: 40 lbs. complete
Size: 14½" w, 11½" h, 8¼" d

COLLINS

FOR BROADCAST QUALITY, IT'S . . .

Canadians to Fight Frequency Shifts

Three Highest Powered Stations Battle CBC Plan

By JAMES MONTAGNES

CANADA'S three highest powered stations, aside from the CBC, are in a fighting mood to retain their present clear channel frequencies and not surrender them to CBC for its use with new 50 kw transmitters. CKY Winnipeg, 15 kw on 990 kc, CFCN Calgary, 10 kw on 1010 kc, and CFRB Toronto, 10 kw on 860 kc, have signified their intention to fight expropriation of their frequencies by the government-owned CBC.

Bitterest battle in Canadian broadcasting has seen opening rounds in Parliamentary debate in the past few weeks. No definite Government policy has been openly announced, but Cabinet ministers have hinted at Government policy and CBC policy being one and the same, and that privately-owned or provincial government-owned stations must make way for the CBC's expansion plans, even if this means forced sale of stations to CBC or eviction from present frequencies.

No Interest in Frequency

Government precedence in Canada has been set many years ago that no station has a vested interest on any frequency. An example of this was forced move of CFRB to 860 kc instead of 740 kc, which would have been normal procedure under Havana Treaty terms based on CFRB's old frequency of 690 kc. CBL, 50 kw CBC station at Toronto, which had been on 840 kc, was moved to 740 kc, and CFRB to 860 kc. This took place when Havana Treaty was implemented. Under the Canada Radio Act of 1938, the CBC with consent of the Governor-in-Council (the Government authority) has the right to expropriate any private station, but this right has never been fully tested in court. Licenses in Canada are renewable annually.

All three stations involved plan to fight expropriation or shifting in frequency. CKY, owned by the Manitoba Provincial Telephone System, a government utility, has intimated through its management that it would put up a battle against expropriation, since it is one of Canada's oldest stations, is not primarily a commercial operation, and was instituted to give people of Manitoba a provincial public service. For many years it and its sister station CKX Brandon, were the only stations the provincial government allowed to operate in the province. In recent weeks Cabinet ministers at Ottawa have announced that discussions for sale of CKY are underway, that provincial governments or provincial government corporations will not be allowed to operate broadcasting stations and licenses can be revoked under Canada Radio Act. CBC wants to put up a 50 kw station at Winnipeg, has notified NARBA signatories it will shift CKY to 1080 kc with Class II assignment, use 990 kc for its new 50 kw station.

CFCN and CFRB have for many years applied for permission to increase power to 50 kw, long before the CBC came into operation in 1936. These requests have been annually turned down. Now CBC, under the original plans of the Aird Commission on Nationalization of Broadcasting, 1929, wishes to round out its national coverage of high powered stations with a station at Red Deer, Alberta, and wants the CFCN frequency.

Situation at Toronto

At Toronto the situation is slightly different. Here CBC already has 50 kw CBL, wants to increase CJBC from 5 kw to 50 kw and put it on 860 kc from 1010 kc. With CBC occupying three clear channels now with 50 kw stations, planning to operate three more 50 kw stations at once, and to increase CBR Vancouver and CBM Montreal from 5 kw to 50 kw, there are no other clear channels left for CFRB and CFCN. The two Toronto 50 kw stations are planned by CBC because both are key stations of CBC's two networks, CBL for Trans-Canada, CJBC for Dominion. At Montreal one 50 kw is CBF, French-language station; CBM to be increased is English station.

CFRB is definitely planning to fight the forced frequency shift, according to Harry Sedgwick, managing director of the station, and chairman of the board of the Canadian Association of Broadcasters. CFCN, through its local member of Parliament, has already started a battle in Parliament.

The forthcoming meetings of the Parliamentary Radio Broadcasting Committee, expected to start hearings late this month or early in June, will be the scene of the hottest word battles of Canadian private broadcasting stations. During the war years the private stations did not press their case too hard in view of more urgent wartime problems. Now they will show the public service job they did during the war, will press for more security of tenure and a right for clear channel stations to grow to limits of the Havana Treaty provisions, which so far have been permitted to the Government for the Canadian Broadcasting Corp.

Twenty-five members of Parliament have been named to the 1946 Parliamentary Radio Committee, composed of 14 Liberals, 6 Progressive-Conservatives, 4 CCF (Socialists) and 1 Social Credit. No chairman has been elected. Dr. J. J. McCann, chairman in recent years, is a member of the Committee, but is not expected to be chairman as he is now Minister of National Revenue, and minister responsible for the CBC, a carry-over from his post as Minister of National War Services, a disbanded department. Dr. McCann will be a witness at the Committee hearings as minister representing the CBC.

Broadcasters in Canada Meet For Quebec Convention Today

FIRST POSTWAR meeting of Canadian broadcasters at the Chateau Frontenac, Quebec, May 27-30, stresses reconstruction tasks involving new AM equipment, planning for FM, new public relations, appointment of new president and general manager, copyright fees and presentations before the Parliamentary Radio Committee. A full agenda faces the 12th annual meeting of the Canadian Association of Broadcasters, which will be presided over by Harry Sedgwick, CFRB, and chairman of the CAB board of directors.

Signs of peace are noted in the advance registrations, which show an increasing percentage of visitors from the United States representing networks, NAB, advertising agencies, international advertisers, station reps and equipment manufacturers. Advance registrations of almost 250 persons show that this will be the largest attended CAB convention on record. Hotel accommodation has overflowed into nearby hotels.

Sessions of the CAB meet include the annual meeting of the Canadian Bureau of Broadcast Measurement, started in Canada at the CAB 1944 meeting. BBM annual meeting will be held on the afternoon of the opening day, Monday, with Lou Phenner, BBM president in the chair. BMB officials Hugh Feltis and John Churchill are attending, since BBM and BMB are now working closely together with standardized survey practices.

A major subject on the agenda is the appointment of a new paid president and general manager to replace Glen Bannerman, who resigned on Feb. 28 after four years as first paid president and general manager. A number of persons are understood to have been approached on taking the post, and the CAB board of directors at its April meeting decided to discuss the matter with the membership at this annual meeting. With a Parliamentary Radio Committee to meet this summer, an early decision on the

(Continued on page 44)

CAB Advance Registration

A

James L. Alexander; T. J. Allard, Ottawa Radio Bureau; A. E. Allen, Canadian Natl. Telegraphs; H. V. Akerberg, CBS; W. M. Angus, Canadian General Electric; D. K. Atkinson, Northern Electric; E. G. Archibald, CHOV; W. M. Armstrong, Canadian Natl. Telegraphs; G. A. Arnot, C. W. Wright; Sil Aston, Howard Wilson Co.; Ray Avery, Ronalds Adv.

B

Arthur Balfour, CFGP; Allan C. Ball, Canadian Advertising; Micheal Barkway, BBC; John Beardall, CFCO; Mrs. Beardall; Lucien A. Bernier, CKCV; Viateur Bernard, CHNC; Roland Beaudry, CKRN; L. W. Bewick, CHSJ; Harold Beckjorden, AAAA; Geo. Bell, CKEY; R. Benoit, CKCH; D. H. Barclay, CPR; Omer Biron, CHEF; John O. Blick, CJOB; W. C. Borrett, CHNS; George Bourassa, CKAC; J. A. Bourgault, CHEF; H. J. Boyle, CBC; R. F. Bowden, H. N. Stovin Co.; Otto P. Brandt, ABC; Vera Brennan, Duane, Jones Co.; Reg. M. Brophy, Rogers-Majestic Corp.; J. W. B. Browne, CKOV; M. Brown, CFPL; H. B. Burgoyne, CKTB; W. B. C. Bourgoyne, CKTB; Frank Burke, Radio Daily; Mrs. L. Burke, Keith MacKinnon; Robert Burton, BMI; R. J. Buss, CHAT; F. A. Butler, F. H. Hayhurst Co.

C

A. M. Cairns, CFAC; S. W. Caldwell, All-Canada Radio Facilities; J. E. Campeau, CKLW; F. W. Cannon, All-Canada Radio Facilities; Phillips Carlin, MBS; Harold Carson, CFAC; Mrs. Carson; Dann Carr, Imperial Productions; George Chandler, CJOR; Raymond Chaput, CKCV; W. J. Carter, CKLW; Ian Clark, CFJC; C. S. Chapman, CKNB; John K. Churchill, BMB; William Chesley, Kastor, Farrell, Chesley & Clifford; R. A. Chislett, Compo Co.; K. G. Chisholm, RCA Victor; Don Cooke, Donald Cooke Inc.; F. C. Colborne, CJCJ; W. T. Cranston, CKOC; Frank Coulter Jr., Young & Rubicam; H. A. Crittenden, CKCK; Norman Cloutier, NBC; John S. Crossbie, Dancer-Fitzgerald-Sample; G. C. Cromwell, CHSJ; W. T. Cruickshank, CKNX.

D

V. Dallin, CFQC; Jack Davidson, CFCH; Walter Dales; Phillis Day, Young & Rubicam; Henry S. Dawson, CAB; R. R. Desaulniers, Canadian Marconi; W. Dippie, Radio Representatives; Walter P. Downs, Walter P. Downs Ltd.; M. J. Duggan, Press News; W. A. Duffield, CKY & CKX; MacDonald Dunbar, Ted Bates Inc.; A. D. Dunton, CBC; George Duram, Kastor, Farrel, Chesley & Clifford; Mary Dunlavy, Pedlar & Ryan; Doreen Dunlop, Young & Rubicam; Arthur Dupont, CJAD.

E

F. H. Elphicke, CKWX; William Ensign, CBS; C. B. Edwards, Press News; M. M. Elliott, Canadian Marconi; Walter Elliott, Elliott-Haynes Ltd.; Arthur Evans, CAB.

F

Hugh Feltis, BMB; H. Flint, CKSF; Hector Fontaine, Canadian Adv. Agency; John Fox, CKRN; Carlos A. Franco, Young & Rubicam; Dr. Augustin Frigon, CBC.

G

Gerry Gaetz, CKRC; A. Gauthier, CHLT; A. L. Garside, CJGX; Perc Gavner, All-Canada Radio Facilities; Vic George, Whitehall Broadcasting; John J. Gillin Jr., WOW; M. Goudrault, CBC.

H

Kolin Hager, SESAC; Geo. Halnan, Mason's United Adv. Agency; J. A. Hardy, Jos. A. Hardy Ltd.; Burt Hall, G. F. Herbert, All-Canada Radio Facilities; L. D. Headley, RCA Victor; W. Harwood, Cockfield Brown Co.; S. Haynes, Compton Adv.; Edna Hoey, Carter Products; Dr. Charles Houde, CHNC; M. J. Humphries, CJCH; L. A. B. Hutton, CNR & CPR; J. G. Hyland, CJIC.

J

A. E. Jacobson, CHAB; C. J. Johnson, Dancer-Fitzgerald-Sample; A. H. Joseph, RCA Victor; Ed Kavanagh, CJAD; Gordon Keeble, F. H. Hayhurst Co.; Anne Keegan, Compton Adv.; F. Kemp, Compton Adv.; Marvin Kirsch, Radio Daily.

(Continued on page 46)

'Hucksters' Satirizes Air Advertising

Wakeman Hurls Jibes At Sponsors and Agencies

THE HUCKSTERS, by Frederic Wakeman (Rinehart & Co., $2.50) —Reviewed by EDWIN H. JAMES.

EVAN LLEWELLYN EVANS, who owned Beautee Soap and spent $12,000,000 a year to advertise it, sat at the head of the long table in the Beautee Soap board room that was "heavy with mahogany and tradition." Suddenly he "hawked and spit" on the table. "Mr. Norman," he said to Kimberly & Maag's new Beautee account executive, "you have just seen me do a disgusting thing. Ugly word, spit. But you know, you'll always remember what I just did."

Victor Norman, who until today had known Old Man Evans only by his fearful reputation, sat studying this "advertising and radio genius, scourge of account executives." Evans wore a black alpaca coat, a stiff collar without a tie, a bandana knotted around his neck. "He was certainly the General MacArthur of the ad game," Vic thought.

'You Got to . . . Dream Soap'

"Mr. Norman," the old man said, "if nobody remembers your brand, then you ain't gonna sell any soap. . . . You got to eat, drink, sleep, and yes, by God, dream soap. . . . You gotta make the people remember you. Check?"

Like a whipcrack, "Check" passed around the table as the great soapmaker's sycophantic court agreed. It was a ritual.

"And the way I look at it," said Mr. Evans, "you got your people and I got my people. And we both gotta keep goosing 'em to make 'em sell more soap. Beautee Soap. We get our results by work. By chin-chin and by compass direction. . . . Once the compass points north and we know where we're going, we stay on the beam. . . . I ain't interested in people that are off the beam. Check!"

"Check," said Kimberly, the partner of Kimberly & Maag, who had suffered through two courses of psychoanalysis and uncounted hundreds of benzedrine tablets to keep himself mentally sharp enough to cope with his agency's greatest but exhausting asset — Evans, the crude, tough genius of soap selling.

Victor Norman, who was 35 and cynical, resolved that his would always be the only voice that stayed silent while the others echoed the Old Man's standard command for agreement, "Check." He would take his $25,000 and bonuses out of the Beautee account, but he would never knuckle under to the Fear that had driven all his predecessors to the sanitarium.

All Had Cracked

The last one, Larsen, had cracked like all the others. As Kimberly explained it to Vic, "He's got a persecution complex. . . . His doctor says it's a nervous breakdown, but I'm putting him in the hands of my psychiatrist to make sure. . . . I'm paying the bills, of course."

"It's nice to know there's a free psychiatrist around, if I ever need one," Vic said after his first meeting with the Old Man.

Thus does Frederic Wakeman, one-time account executive with Foote, Cone & Belding (he was assigned to George Washington Hill's American Tobacco Co.) lately the author of the best-selling *Shore Leave*, begin his newest novel, *The Hucksters* (Rinehart & Co., New York, $2.50) which was to be released today. As a novel *The Hucksters* can hardly be compared with *Shore Leave*, a story to which Mr. Wakeman was inspired by a sojourn in the U. S. Navy. As a commentary on the current state of radio advertising, it is a feverish, if somewhat aimless, indictment of a profession against which Mr. Wakeman has personally revolted. He earned enough royalties from *Shore Leave*, which he wrote while convalescing in a naval hospital, to support himself through the writing of *The Hucksters*. His latest work has been chosen as a Book-Of-The-Month and has been sold to M-G-M for a reported $200,000.

Revolt

Mr. Wakeman's revolt against the industry is clearly evident in the words that come from his hero, Victor Norman. Once, in a bedroom soliloquy, he says, with more venom than grammar: "The men you have to serve. The things you have to do. It makes my flesh creep." Or again, musing while waiting for a taxicab: "Huckster —that was a good name for an advertising man. A high-class huckster who had a station wagon instead of a pushcart."

Mr. Wakeman, whose own secession from the union of radio and advertising was made possible by his writing of a book, finds no such relatively easy way out for his hero Victor Norman.

At the end of the book, Mr. Norman in a sudden renunciation, is left jobless, moneyless, and loveless. It is a fit of martyrdom that hardly suits the character that has been constructed in the 300-odd pages that precede the end.

Although Victor Norman is the main character in the novel, the

(*Continued on page 72*)

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET PETE!

This is Howard "Pete" Peterson, KMA sales manager, who knows what he's talking about when it comes to radio sales. He should. Pete has had experience in almost every phase of advertising and related promotion —retail; catalogs; agency copy and production; radio promotion and research. Best of all, Pete has had very special experience with KMA's ability to *sell goods* for advertisers.

KMA's audience is made up of farm and small town folks who like the friendly sincerity of KMA-produced shows. Our facilities are second to none. The buying power of our market is at an all-time high. A KMA campaign is a complete campaign, with sound promotion, merchandising, distribution-checks, audience-surveys, and skilled production to help you.

For full particulars on what KMA can do for you, write, wire or 'phone Free & Peters, or get in touch with Pete. A copy of our "1945 Radio Mail Study" is yours—if you just tell us where to send it.

KMA

AMERICAN BROADCASTING CO.

155 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, Inc., Exclusive National Representatives

Take *two men—an award-winning art director, a well-known copy expert—and a steak.** • Start *a discussion about the futile, musty promotion pieces that clog your waste basket every day.* • Add *a decision to set up a promotion service that can bring originality to this unhappy field.* • Follow through *with a year of solid planning and a new office in an old brownstone on New York's Park Avenue between 39th and 40th Streets.* • *And,* bingo, *here's what you have . . . .*

O'BRIEN & DORRANCE

. . . not an advertising agency . . . not a "creative" printer or a public relations outfit . . . not a haven for left-handed copywriters and broken-down layout men—but a *new* and *special* service group organized to meet and beat *your* promotion problems. If you want quality promotion literature . . . the kind people will talk about (and heed) . . . stop wasting time and get in touch with O'Brien & Dorrance, 93 Park Avenue, New York 16, N.Y.

**Harry F. O'Brien has spent 10 years as Art Director of the Columbia Broadcasting System. Dick Dorrance has been Director of Promotion for the Columbia-owned stations. We were too busy to find out where the steak came from.*

Stratovision to Get Cross-Country Test

Westinghouse Sending Plane on Flight To Detroit

STRATOVISION — the airborne transmission plan for television and FM now being developed by Westinghouse Electric Corp. and Glenn L. Martin Co.—will get its first cross-country workout today (May 27) following nearly six months of test flights along the East Coast, John A. Holman, business manager of the Stratovision Division of Westinghouse, announced Thursday at the Radio Executives Club of New York.

REC members, at the club's final meeting for the 1945-46 season, elected by a unanimous rising vote the official slate of officers for the coming year. New officers, who will take over with the first fall meeting, are: President, Robert D. Swezey, vice president and general manager of Mutual; vice president, Elizabeth Black, timebuyer, Joseph Katz Co.; secretary, Claude Barrere; treasurer, N. C. (Duke) Rohrabaugh, publisher, National Radio Records.

Shakedown Cruise

Today's test flight from Baltimore to Detroit and return will be in the nature of a shakedown cruise and will use a carrier signal only, with no attempt at program transmission, Westinghouse officials explained. The flight back to Baltimore will be made at night, they said, to permit the testing of after-dark transmission from the plane. Two or three weeks from now the flight will be repeated and FM programs transmitted from the plane and a month or so later television programs also will be broadcast.

An invitation will be extended to the public to participate in the tests of this new system of airborne FM and video transmission by tuning in the experimental broadcasts and reporting on reception quality, Mr. Holman announced. Speaking for Walter Evans, Westinghouse vice president in charge of the company's broadcasting activities, who was confined to his home with a cold, Mr. Holman said the FM test broadcast would be made on a frequency of 107.5 mc and that a regular schedule of flight times and courses will be announced within the next few weeks. No details were given regarding the proposed video test transmissions.

Reporting on the test flights begun last December, Mr. Holman said that to date two main courses have been flown—from the Martin airport near Baltimore, over Wilmington, Philadelphia and New York to New Haven; and over Washington and Richmond to Rocky Mount, N. C. Signals have been checked by the FCC monitoring station at Laurel, Md., and by Westinghouse engineers at the Stratovision laboratory in Baltimore and at the company's radio station headquarters in Pittsburgh.

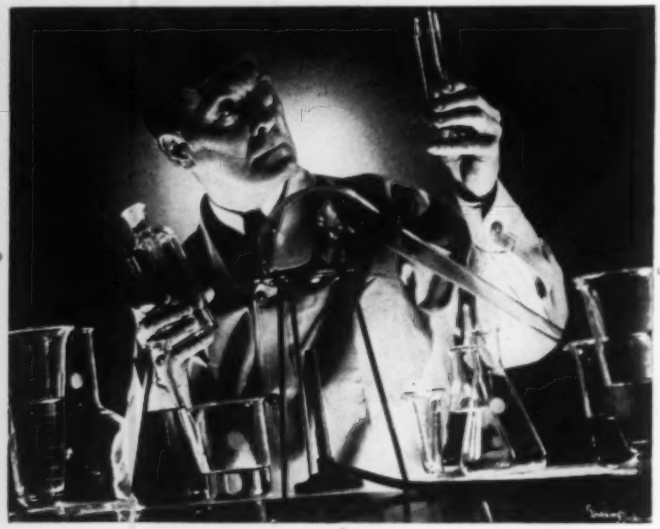
STRATOVISION antennas are lowered into place by Engineer A. A. Nims during a flight test.

Encouraging Tests

"Results," Mr. Holman reported, "have been most encouraging and we have transmitted a usable signal over a distance of 240 air-line miles from an altitude of 25,000 feet using only 250 w power. These results agree almost exactly with estimates made when the system was announced last August." (At that time, Westinghouse engineers said that with a flying height of 30,000 feet the coverage area would cover a circle more than 400 miles across [BROADCASTING, Aug. 13], which would be somewhat less than a 240-mile radius. The apparent discrepancy was explained in a statement that this theoretical coverage is based on a 1 millivolt line, whereas the test signal was actually heard from New Haven to Baltimore, 240 miles air-line.)

C. E. Nobles, 28-year-old radar engineer who conceived the Stratovision plan and headed its electronic development, outlined it as a means of supplying nationwide coverage for television's expensive programs more economically than through hundreds of stations, each with a 35-to-50-mile radius, linked by

(Continued on page 31)



CHEMICALS help swell the NASHVILLE market

Nashville's 5 million dollar chemical industry is a leader among the many long-established industries in this area. . . . With products valued at over 85 million dollars yearly, Nashville factories give steady employment to thousands and make a stable buying market for your quality product. Even before the war, one million people in this area spent over 356 million dollars annually in retail stores. . . . This rich market will be opened to you with a sales message broadcast by WSIX.

AMERICAN • MUTUAL

5,000 WATTS

980 K.C.

Represented Nationally by

THE KATZ AGENCY, INC.

WSIX gives you all three:

MARKET, COVERAGE, ECONOMY!

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

Meet Mr. Reddy Cash!
FROM EAST TEXAS
"Black Gold" tell and sell, 500,000 people living in the heart of world's largest oil field VIA KFRO (1000 watts day & night)
• American
• Mutual
KFRO
LONGVIEW, TEX.
Texas Richest Market

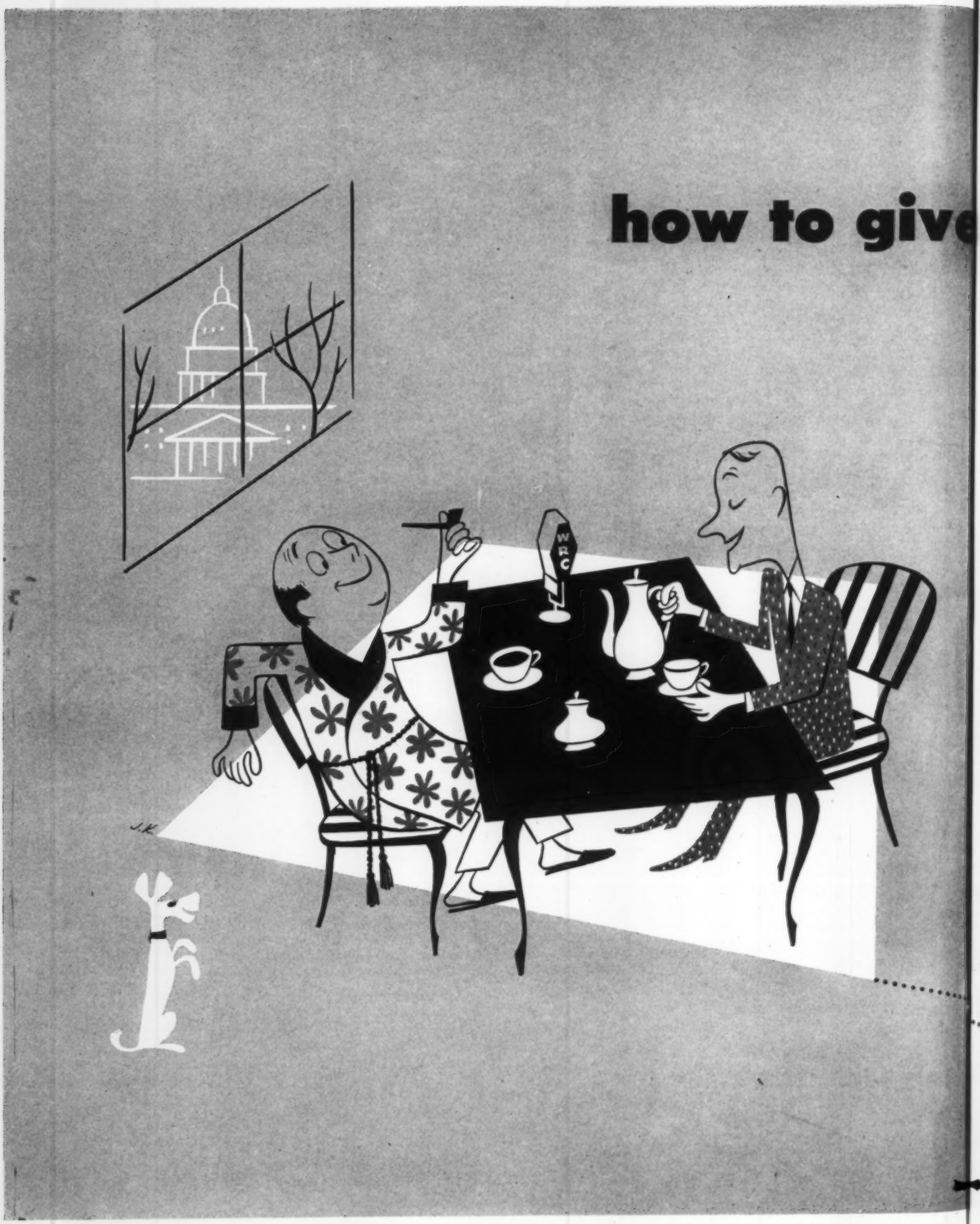
the winner

Every Weed station is a sales winner for the advertisers it serves. And Weed and Company's staff of trained representatives win many firsts in the radio time selling derby for all their clients, all year long.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD


how to give
WRC
JK

coffee a capital flavor

WRC imparts an exciting flavor to everything it touches in Washington . . . whether it's coffee, personalities or programs. When these three are combined the result is forty minutes of unusual entertainment called:

COFFEE WITH CONGRESS

Every Saturday morning at 8:15 Bill Herson, WRC's famous "Timekeeper," presents official Washington—over the coffee cups. On a strictly *ad lib* program, Herson chats with members of Congress in their own homes during breakfast. He gets Congressmen to talk about every subject under the sun—*except* politics—to the delight of his listeners. TIME Magazine calls it "The capital's liveliest, most popular breakfast program . . ."

Coffee With Congress is just one of many unique shows on WRC . . . the direct result of alertness in programming. This same alertness pays off in sales for WRC sponsors.

FIRST IN WASHINGTON

WRC

980 KC.

Represented by NBC SPOT SALES

Mutual KFJZ Affiliate
5000 WATTS 1270 KC.
FORT WORTH, TEXAS
In the heart of the Progressive Southwest
. . . A Billion Dollar Industrial and Agricultural Area
KFJZ IS THE KEY STATION OF THE TEXAS STATE NETWORK
NATIONAL REPRESENTATIVES
WEED & COMPANY
New York • Boston • Detroit • Chicago • Atlanta • San Francisco • Hollywood
STORE
T. Park '45

Stratovision

(*Continued from page 26*)

coaxial cable or radio relay connections into national networks. Eight planes, he said, could provide coast-to-coast service; 14 planes could cover 51% of the area of the U. S. and 78% of its population; a few more planes could blanket the country.

Explaining that the planes will be designed to carry four television and five FM transmitters, Mr. Nobles said the cost of this service would be roughly $1,000 an hour as compared to $13,000 an hour for the same service from ground stations. The cost of operating the plane is about $190 an hour, he said, adding that to broadcast an hour of a single program would cost $217, compared to $39 for ground station transmission. These figures omit program costs and also all administrative charges, he said.

When all costs are figured, Mr. Nobles said, a program costing $4,000 can be sent to a million potential listeners via Stratovision at a cost of $150, compared to $450 to reach that many people by ground stations.

He reported that in more than five months of tests, with two flights a week on the average, very few ghosts had been reported, despite advance fears that clear signals might not be receivable from a moving plane.

Weather Not a Problem

Willem D. Van Zelm, chief of new design for Martin, in charge of the aviation aspects of the work, reported the plan envisages four planes at each location, two in the air and two on the ground at all times. The two in the air would be one operating plane and one standby, he said, reporting that on the basis of past performance records the chances that both planes at any location would be grounded at the same time and so disrupt network service are so slight that such interruptions can be anticipated to occur once in 18,000 years.

Weather offers few problems at 30,000 feet, he said, as only thunder-heads reach such heights and they are usually of local extent and can be dodged easily. If storms ground planes in one locality, he said, planes from another city can be flown in to continue the service from above the storm level. Mechanically, Mr. Van Zelm stated, it is much simpler to design planes to "go nowhere slowly than to go somewhere at great speed."

As presently projected, all-metal low-wing monoplanes with completely supercharged cabins will be used. The flying crew will comprise a pilot, co-pilot and radio man-navigator; six broadcast engineers will handle the program reception (beamed from ground studios), broadcasting and relaying to the neighbor plane in the network.

YOUR SHOW RATES on WCSH

JOHN CHARLES THOMAS

1945-'46 Portland Hooperating

(highest in the country)

15.6

National Rating

10. 3

For dependable audience-delivery in Portland, Maine, buy the "ratings" station

WCSH 970

FALL UN SESSIONS COVERAGE PLANNED

STATION and network representatives met last Tuesday with Christopher Cross, U. S. chief radio liaison officer for United Nations, to discuss the broadcasting facilities at Flushing, Long Island, where the United Nations General Assembly will meet in September.

The facilities will include 14 booths larger than the 12 being used at Hunter College. Individual studios will tentatively be assigned to each of the four networks, and to WNYC, WMCA, WLIB, WHN, WQXR, WNEW, BBC and CBC. One studio will be reserved for out-of-town stations. NBC International and CBS international will share one studio with foreign broadcasters. Work rooms will also be provided.

Two studios which may be used by networks for interviews will be offered to the networks, but broadcasters will be asked to pay for soundproofing of these two. A standing radio committee was elected to take the latter matter up and to act hereafter as liaison between the broadcasters and the UN.

Members of the committee elected were: Stanley P. Richardson, NBC, chairman; Tom Slater, MBS, Elliot Sanger Jr., WQXR; Jo Ranson, WHN; J. R. Lazell, OIC. The committee will meet early this week to discuss accreditation, transportation and assignment of booths. Further discussion of facilities at Lake Success, Long Island, where the interim site will be established about Aug. 15, is also expected to be taken up by the committee.

Also attending the meeting besides those elected were: Douglas L. Straus, WMCA; Henry Wefing, CBS; Arthur S. Tobey and Anne M. Koczko, both representing BBC and CBC; Paul Killiam, WOR; Clifford Evans, WLIB; Leslie Nichols Jr., MBS; Thomas Velotta, ABC; Charles Collingwood, CBS; George Field, WEVD and Hugh Williams, United Nations liaison officer.

Snowed Under in April!

Snowed 'em under in April!—that's an unusual performance when the song of birds and bursting blossoms are the order! But it's always the unusual at WWVA, because by no other way could we enjoy the reputation for results that we do.

By their own admission, here's the snowed-in story:

"The finest Radio Station in the country has done it again. Please accept congratulations from this agency and from our client for the grand job you are doing. The nursery is snowed under *with mail."*

ASK A JOHN BLAIR MAN

BASIC A-B-C NETWORK

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

KEVR Plans Operation With 10 kw for July 1

KEVR Seattle will put its 10-kw transmitter into operation about July 1, Manager Bartley Sims announced last week. The station, on 1090 kc, now operates with 250 w and will use directional antenna fulltime when 10-kw operations are started.

J. B. Hatfield, consulting engineer in charge of transmitter installation, said the new three-tower antenna is testing satisfactorily from its island location in Puget Sound and will be ready for use when phasing equipment is installed. Service area will cover 17 counties of western Washington and three in Oregon, with population over 1,500,000. Station officials said KEVR's is the first high-power transmitter installed on the Pacific Coast since the war. KEVR is licensed to Evergreen Broadcasting Co., owned by A. W. Talbot.

One Part Missing

WHEN Purnell Gould, of Gould & Kuff Adv., Baltimore, wanted to find an owner of a television set for use in an advertisement, he inserted an ad in a newspaper: "Television Set Owners: If you own a set it will be to your advantage to write Box 1892, *Sun*." He got two replies. One, apparently misdirected, was an application for a farm hand. The other said: "Having read your advertisement under television set owners, I have a radio set equipped for Television reception. All that is needed is the part that does the work. I would be glad to receive the information that is to my advantage."

Hanson Named Manager Of KUGN Eugene, Ore.

RALPH HANSON, formerly manager of KUIN Grants, Ore., has been named manager of the new KUGN Eugene, Ore., according to the station owners, C. H. Fisher and B. N. Phillips, operating as Valley Broadcasting Co. KUGN's modern building was to be ready for occupancy May 25.

Sales manager will be S. W. McCready, previously manager of KVAN Vancouver, Wash. Date for opening broadcast has not been announced. It will operate with 250 w on 1400 kc.

ABC Theatre

VANDERBILT THEATRE, 148 W. 48th St., New York, has been bought from Michael Todd, Broadway producer, by ABC for use as studio. Transaction is effective June 15. Network has leased 568-seat theatre since August 1944.

KGHF SALE consummated, Gifford Phillips (r) takes over direction of the Pueblo, Col., station from Colorado State Senator Curtis P. Ritchie, the transferor. Mr. Phillips, 27-year-old heir to the Jones & Laughlin steel fortune, has announced that KGHF, now operating on 1350 kc with 500 w night and 1 kw day, will apply for 5 kw full-time operation.

MARKHAM SUCCEEDS HAGER AS WGY HEAD

G. EMERSON MARKHAM, for 21 years associated with General Electric Co. broadcasting activities, last week was appointed GE stations manager. He will coordinate and supervise WGY, WGFM and television station WRGB, all in Schenectady.

Mr. Markham

Mr. Markham's appointment as manager of WGY followed the resignation a fortnight ago of Kolin Hager, who managed the pioneer station for more than 20 years [BROADCASTING, May 13].

Mr. Markham has been manager of WGFM, GE's FM station, since 1942 and manager of WRGB since January 1945. Until his promotion to the managerial post, he was in charge of science and agricultural broadcasting on WGY. He joined GE in the accounting and advertising departments in 1923, established the *Farm Forum* and *Farm Paper of the Air*, now two of the oldest farm radio services in broadcasting, on WGY in 1925.

The appointment of Raymond W. Welpott Jr., who has been in charge of broadcasting accounts in GE's general office accounting department, as assistant to Mr. Markham also was announced.

Mr. Welpott, a graduate of the U. of Indiana, has been associated with GE since January 1938.

ZBM Opening

ZBM, Bermuda's first major commercial station, commenced operation Sunday, May 12 and initial reports from island residents indicate that its opening broadcast was successful. ZBM operates on 1240 kc 250 w, with unlimited hours of operation.

Saluting...

KADA
ADA
OKLAHOMA

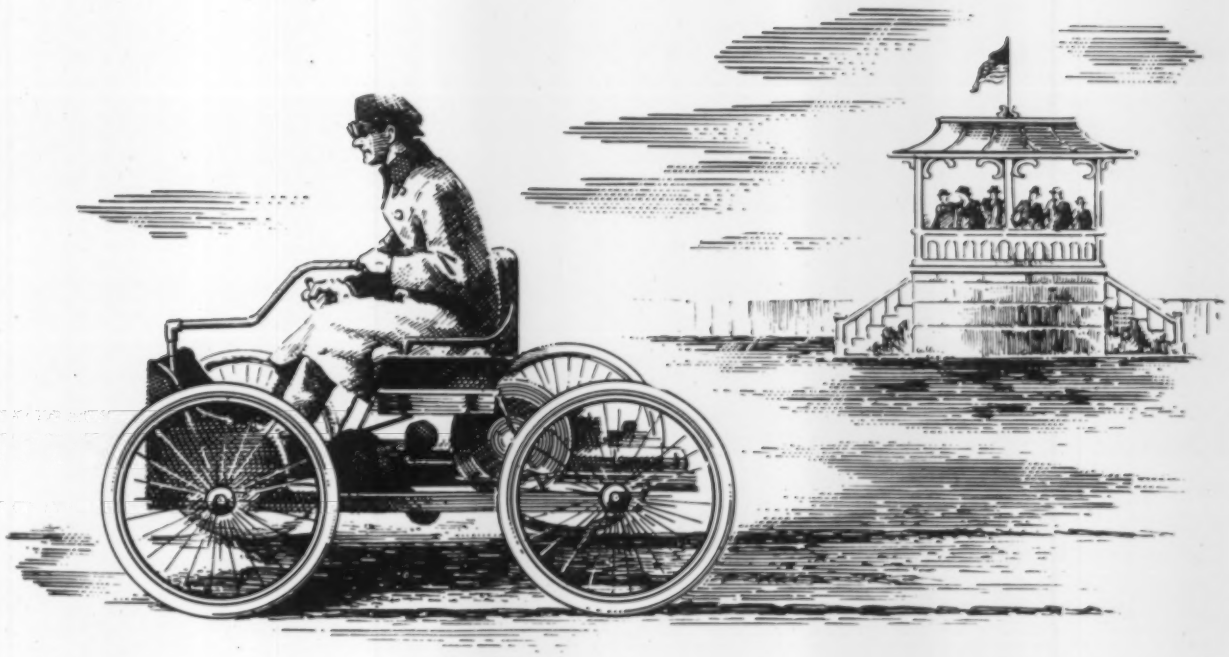
In the heart of "Hereford Heaven," stands KADA-Ada—penetrating a market producing 25,000 head of these good calves a year. Agriculture, too, plays a predominant part in rolling up the unusually large industrial payroll in this rich area.

T.H.S. is happy to offer you the advantages th's station can afford your product—KADA the American Broadcasting and Oklahoma Network station in Ada!

T-H-S SALES OFFICES
New York, Chicago, Dallas, Hollywood, San Francisco, Portland
General Offices—Amarillo

TAYLOR-HOWE-SNOWDEN
Radio Sales

DETROIT'S AUTOMOTIVE INDUSTRY CELEBRATES ITS 50th YEAR



90 MILLION CARS AGO...

On MARCH 6, 1896, the horseless buggy made its Detroit debut—at a Horse Show! Three months later, Henry Ford's first auto chugged through the streets, and a new industrial Detroit was in the making. When WWJ, America's first radio station, began broadcasting 26 years ago, the Automotive Industry welcomed its voice as a potential selling medium. WWJ spoke forcefully through the years, and an ever-increasing audience listened—and bought. On May 29-June 9, Detroit's Automotive Industry celebrates its Golden Jubilee, and WWJ is proud of the part it played—*and continues to play*—in the industry's growth.

AUTOMOTIVE INDUSTRY GOLDEN JUBILEE MAY 29...JUNE 9

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

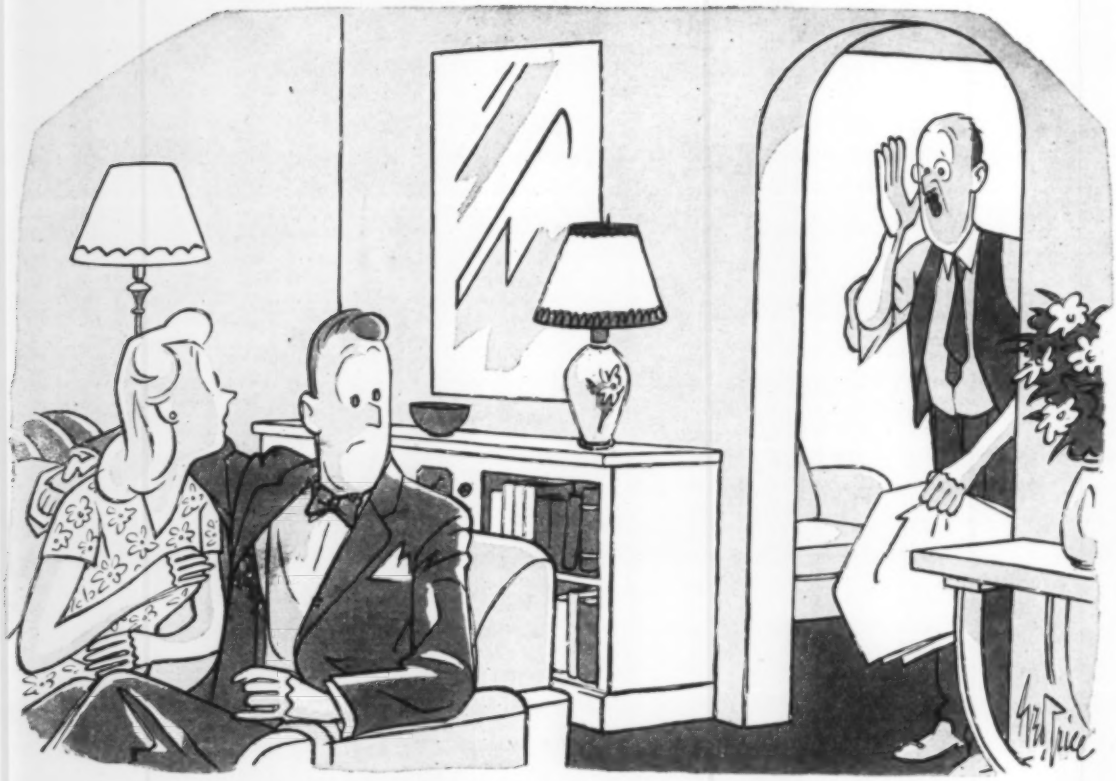
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY THE DETROIT NEWS



"If you want to make good use of your time . . .

Listen to ABC"

Now that advertisers are thinking twice about getting the greatest possible value out of their radio time, a good many are lending a willing ear to ABC. By actual comparison, rates are low. Several good time periods are still available. And ABC's 202 stations reach all the people who live in Twenty-Two Million* radio homes, located in practically every major market in the U. S.

For downright value, ABC offers today's most practical buy in radio. If you compare rates, you'll find that one network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. But because ABC stations are concentrated in thickly populated areas – where the nation's business is done – it constitutes an "efficient" network. It has coverage where coverage counts – offers advertisers an opportunity to lower their cost of distribution in the competitive era ahead.

Valuable ABC franchises have already been nailed down by such shrewd buyers of radio time as General Foods, Westinghouse, Bristol-Myers, Miles Laboratories, Kellogg and many others.

Note that Swift, for example, a quarter-hour sponsor of *The Breakfast Club* for four years, has now doubled its participation, is on regularly for a half-hour every morning.

**Night-time coverage. This figure continues to climb with steadily improving station facilities.*

7 REASONS
why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES** — Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. **REACHES 22,000,000 RADIO HOMES,** located in practically every major market in the U. S.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL** — a nation-wide reputation for public service features that present *all* sides of vital issues.
6. **202 STATIONS** — eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION** — program building on an economical basis.

American Broadcasting Company

A NETWORK OF 202 RADIO STATIONS SERVING AMERICA

Gov. Kerr–Gaylord–Bell Combination Seeking New 740 kc Station in Tulsa

WEST CENTRAL Broadcasting Co., headed by Oklahoma Gov. Robert S. Kerr as board chairman and E. K. Gaylord, broadcaster and publisher, as president, last week applied to FCC for a new Tulsa station on the Canadian I-A clear channel 740 kc with 50 kw day and 25 kw night, directional antenna fulltime.

West Central, a new $300,000 corporation, applied last fall for 50-kw fulltime operation on the 1210 kc assignment of WCAU Philadelphia, a U. S. Class I-A clear [BROADCASTING, Nov. 5], but the application was dismissed without prejudice pending completion of the clear channel proceedings [BROADCASTING, Feb. 11].

Used by KTRH, KQW

Its new application seeks assignment on a Canadian I-A now used in the U. S. by KTRH Houston with 50 kw and KQW San Jose with 5 kw. Both stations employ directional antenna fulltime.

KQW has an application pending for 50 kw, but CBS, if its purchase of the station is approved, plans to seek 560 kc. KSFO San Francisco, now on 560 kc, is seeking 740 kc with 50 kw, directional antenna fulltime.

West Central estimated its proposed Tulsa station would cost $221,000 and that monthly operating expenses would be $30,000.

Under the North American Regional Broadcasting Agreement (NARBA), U. S. stations assigned to 740 kc must be at least 650 miles from the nearest Canadian border and provide a signal not exceeding 5 microvolts groundwave and 25 microvolts skywave 10% of time along the border except west of Manitoba. West Central maintains the proposed Tulsa station would meet these requirements and that the directional antenna also would protect both KTRH and KQW.

West Central's application for 1210 kc last fall was regarded as the first major postwar move to break down the East and West Coast clear channels. Applicants proposed a "new and distinctive" service to Tulsa and nearby rural areas, which they claimed now receive "inadequate broadcasting service from two of Tulsa's three stations."

Governor Kerr, chairman of the board, owns approximately 30% of stock in the corporation. He was keynoter and temporary chairman of the 1944 Democratic National Convention. Mr. Gaylord, president and owner of approximately 26⅔%, is president and principal owner, through corporate affiliations, of WKY Oklahoma City, KLZ Denver, and KVOR Colorado Springs. Edgar T. Bell, treasurer and 16⅔% owner and proposed general manager of the station, is secretary-treasurer of Oklahoma Publishing Co. and executive of WKY KLZ KVOR.

James Lawrence Fly of New York City, former FCC chairman, is legal counsel of the corporation and Frank H. McIntosh of Washington is engineering counsel.

CBS PROGRAM HEADS HOLD THREE CLINICS

FIRST of three CBS program managers clinics in New York will begin today with program and station managers from CBS affiliates situated east of Denver in attendance.

Three day sessions have been scheduled for each of the three clinics. A total of 150 station executives is expected to attend. A similar clinic for western CBS affiliates will be held in Los Angeles June 3-5.

At the first New York meeting 36 stations will be represented. Business sessions will be held mornings, afternoons and evenings and discussion-luncheons at the Waldorf-Astoria. A reception and dinner will be given tonight.

William Fineshriber, CBS assistant director of broadcasts; Robert Kennett, manager of program relations, and Roy Langham, assistant to the director of programs, will preside at the meetings. Most of the network's key personnel and executives will address the gathering.

Lawson Advertising Co. Started in Kansas City

CARL LAWSON, former account executive with Potts-Turnbull Advertising Agency, Kansas City, has established a new agency, Carl Lawson Advertising Co. Offices are at 4722 Broadway, Kansas City.

Mr. Lawson has been active in advertising in the Midwest for over 15 years, specializing in the small town and farm field, the line to which his agency will give special attention. After attending Kansas State Agricultural College, Mr. Lawson joined the Witte Engine Works, then selling a large majority of its output to farmers.

An All-Time Favorite

WALKIN' BY THE RIVER

Published by BROADCAST MUSIC, INC.

• • •

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

Both a farming and a manufacturing state, North Carolina offers *everything* as a market. In value of manufactured products North Carolina nearly *triples* the average of the nine other Southern states. In cash income to farmers North Carolina nearly *doubles* the Southern average. Aren't those facts worth the consideration of advertisers looking South?

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Philco Shows Net Loss; Authorize Stock Increase

OPERATING LOSS of $2,569,471 was sustained by Philco Corp., Philadelphia for the first quarter of the current year, it was revealed at a stockholders' meeting in Philadelphia May 17. This figure compares with a net income of $846,-109 for the same period last year. Tax credit, estimated at $2,500,000, will reduce the net loss for the quarter to $69,471, John Ballantyne, president, disclosed.

An amendment to the charter of the corporation was adopted, authorizing an increase in the capital stock from 2,000,000 shares of common stock to a total of 3,370,-057 shares. The stock will be broken up to consist of 250,000 shares of $100 preferred stock; 2,500,000 shares of $3 par value common stock and 620,057 shares of $3 par value "B" stock. The "B" stock will represent the same number of shares of common stock which will eventually be cancelled.

The board of directors last Monday also announced a dividend of twenty cents per share of common stock, payable June 12, to stockholders of record June 1.

FIRST SCRIPT of new series on WPTF Raleigh, N. C., *Tales of Tarheelia*, goes to Gov. R. Gregg Cherry presented by John Harden, Governor's secretary and author of series. Program, heard Wednesday 6:30 p. m. (EST), deals with North Carolina mysteries that Mr. Harden has gathered during his years as a Tar Heel newspaper man.

GMC's Wilson Debunks Production Lag Theory

C. E. WILSON, president of General Motors Corp., which a fortnight ago suspended its $1,033,042 radio program over NBC as an economy measure [BROADCASTING, May 20], last week spoke brightly of GM's future in a special report circulated to the corporation's employes.

Debunking the notion that in peace Americans lack the incentive which compels them to keep production humming during war, Mr. Wilson said: "We have even greater incentive now—the chance to build things for our own constructive use instead of for destroying the enemy."

To shape its products to the needs and wishes of the public, GM maintains a customer research staff. "In our long-range plans, we are keeping in mind the basic fact that the customer is boss," he said.

PETITION REFUSED FOR SALE OF KVI

IN A RECENT decision the Supreme Court of Washington denied the petition of KVI Inc., Tacoma, Washington, to compel specific performance of an alleged contract to sell KVI Tacoma, Wash., licensed to Puget Sound Broadcasting Co.

KVI Inc., was formed to purchase the assets of KVI. Mrs. Doernbecher, the chief stockholder, and the organizers of KVI Inc. entered into a preliminary agreement whereby the assets and license of the radio station were to be sold to KVI Inc. for $125,000, the parties contemplating the execution of a subsequent formal agreement. The court found that Mrs. Doernbecher signed this agreement on condition that there would be no income tax liability in connection with such transfer. It was later decided that such transfer would entail a tax liability and in order to avoid this effect negotiations were instituted looking for the purchase of the stock of Puget Sound Broadcasting Co. but no formal agreement was consummated. In correspondence between the parties the buyers stated: "There is always the possibility that the Federal Communications Commission will not look with favor and might object to a transaction whereby the purchase price represents a great excess over the depreciated book value of a corporation's assets on the theory that no individual or corporation has a right to capitalize highly on a government granted franchise extending for a two-year period."

Specific performance to compel performance of the preliminary agreement and force the majority stockholder of Puget Sound Broadcasting Co. as well as the licensee to join with plaintiff in making application before the FCC for assignment of license, was denied because the preliminary agreement was not intended as a contract, being too indefinite in its terms.

Odarenko Making Study Of German Industry

DR. TODOS M. ODARENKO, technical assistant to the president, IT&T, named by the Dept. of Commerce to investigate developments in the German communications industry, is in Germany as a Government representative, though IT&T bears the expense of the trip. The survey follows a similar study made last year.

Among subjects Mr. Odarenko will investigate are television and facsimile, tape recording, radio navigation systems, components and techniques brought about by shortages of materials. His report will be made available through Office of the Publication Board, Dept. of Commerce.

Housing Aid

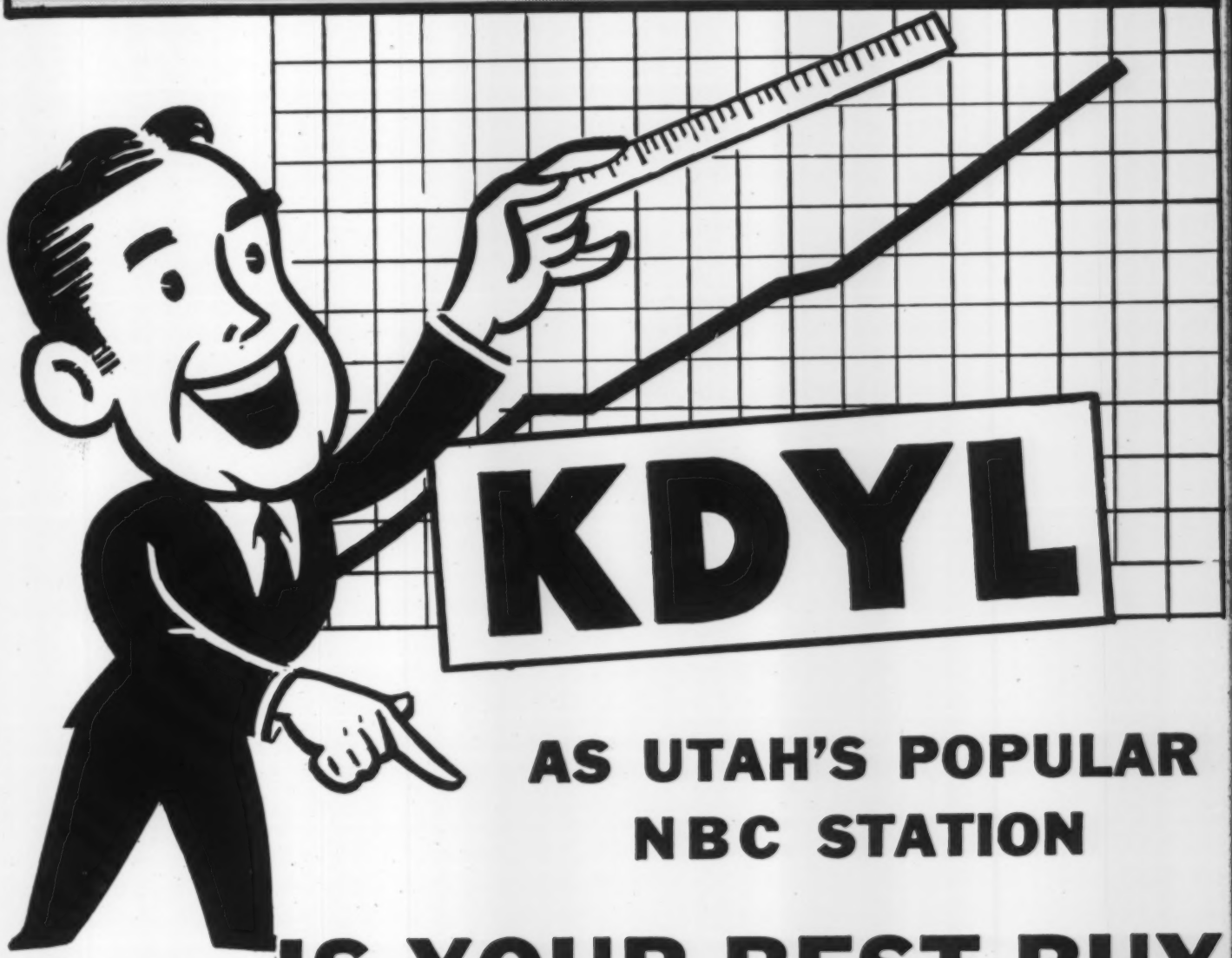
HOMELESS couples are being interviewed on morning "Women's World" program on WATL Atlanta, Ga., as part of station's effort to aid alleviation of housing shortage.

Spotlighted!

The spotlight is on the Rich Sabine Area of the Gulf Coast in the race for postwar industrial stability! You can penetrate the three key cities of this important area... Beaumont, Port Arthur, and Orange, with one station... KFDM... the only major network station covering all three! And when you penetrate KFDM's area, you're turning the spotlight on a 584 million dollar effective buying income that's being kept in constant circulation! For guaranteed results... it's KFDM!

KFDM
BEAUMONT TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE "MAGNETIZED" SABINE AREA
"Magnetized . . . drawing people and industries from other sections!
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales

MEASURE
YOUR ADVERTISING DOLLAR ANY WAY YOU LIKE



AS UTAH'S POPULAR NBC STATION

IS YOUR BEST BUY

National Representative JOHN BLAIR & CO.

WHDH

NEW ENGLAND'S FINEST RADIO NEWS SERVICE

Five-minute news programs — every hour on the half-hour — keep thousands of alert listeners tuned to WHDH.

A complete WHDH news writing and reporting staff has, in addition, the full facilities of the great Boston Herald and Traveler organization — providing the most comprehensive news coverage of any New England station. Buy time *now* while select spots are available. Plenty of power — 5,000 watts — and a clear channel at 850 — to take your message to alert New Englanders.

5000 WATTS at 850 on the DIAL WHDH BOSTON

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Annual News Clinics, Campus Courses Urged as Result of Six-Month Series

ANNUAL radio news clinics in every state combined with a week of study at universities by news editors are proposed as a result of the series of clinics held in the last six months under auspices of the NAB News Committee.

News clinics have been held in over a dozen states since last autumn by Arthur C. Stringer, secretary of the committee and NAB director of promotion. Strengthening of the national radio news structure is the goal of the clinics and at every session stations have undertaken to step up their coverage and enlarge staffs.

First campus study week probably will be held at U. of Minnesota. Plans were discussed at the NAB-Minnesota news clinic held at Minneapolis May 17 with Ralph D. Casey, director of the university's School of Journalism outlining the scope of the scheme. Broadcasters from the 11th District of NAB and nearby areas will be invited to participate in the study, with a week in February 1947 tentatively considered. Committee to work out details will work with Prof. Casey and with Richard M. Day, WDGY Minneapolis, chairman of the Minnesota clinic.

Minnesota Coverage Better

Strengthened coverage of local news is developing in Minnesota, the clinic was informed. Among stations revising their news departments as a result of the meeting were KWNO Winona and WLOL Minneapolis, Mr. Stringer reported.

Among speakers at the clinic were John Verstraete, KSTP St. Paul; Mitchell Charnley, U. of Minnesota School of Journalism; Larry Haeg, Sig Mickelson, John Raleigh, WCCO Minneapolis; Dean Sherman, WDGY Minneapolis; Cliff Rian, WTCN Minneapolis; Norman Boggs, WLOL Minneapolis.

Mr. Verstraete said the entire KSTP staff is news-minded as a result of an offer of $2 for every good tip, with $10 for best story of the month. Other speakers reported high school journalism students give helpful assistance in providing tips about local stories. Prof. Charnley said stations must not only present the news but must relate it to public welfare. He warned that radio news service will lose its public if the public isn't courageously and vigorously served.

Attending the clinic were: Robert Lee, WMIN; Cal Smith, KROC; Bill Jensen, U. of Minn.; David Johnson, Milford Jensen, WCAL; Orrin Melton, Burt Passer, KYSM; Fred C. Schilplin, KFAM; Les Mair, KROC; John Meagher, KYSM; Larry Haeg, WCCO; Max Karl, WTCN; M. V. Charnley, U. of Minn.; John Verstraete, KSTP; Craig Campbell, WDGY; George Gallati, INS; Dean Sherman, WDGY; Bob Parlson, KATE; Ray Thompson, KROC; Norman Boggs, WLOL; Sig Mickelson, WCCO; Warner Tiedemann, KATE; Jack Dunn, WDAY; Ed Steeves, UP; Richard M. Day, WDGY; John Raleigh, WCCO; Ralph Casey, U. of Minn.; Dale Johns, UP; Arthur C. Stringer, NAB; Wally Stone, AP; G. R. Closway, KWNO; Wiley Maloney, UP; Sandy Miller, KSTP.

Chicago to Originate Five NBC Summer Shows

CHICAGO goes back into network radio business in June with announcement by NBC that at least five summer replacement shows will be produced from NBC Central Division. Shows include: Nelson Olmstead's *Playhouse*, replacing Dinah Shore (Birdseye) through Young & Rubicam June 6; *Lights Out* replacing Rudy Vallee (Drene) through H. W. Kastor & Sons July 4; *Grand Marquee* replacing *Great Gildersleeve* (Kraft Foods) through Needham, Louis & Brorby June 16; *Easy Money* replacing *Duffy's Tavern* (Bristol-Myers) through Young & Rubicam June 21; *Tales of Foreign Service* replacing *World's Great Novels* on June 7.

A Life in Your Hands which was originally scheduled to originate from Chicago as summer replacement for *Hildegarde Show* on NBC (Brown & Williamson Tobacco Corp.) but its author, Earle Stanley Gardner, refused to write the program for the six weeks required to reach the termination of contract. At that time sponsor is planning to drop the show. Hildegarde will continue in the Wednesday night spot through July 24.

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

What do program buyers want to know

about station produced programs?

THIS check list may seem pretty obvious—but agencies have told us that all too often they do not get enough information about local programs to give them proper consideration.

From countless calls and sales we compiled this list of questions asked by buyers. We think you'll find it useful.

1. ***What's the name?***
2. ***What is it about?*** Describe the program and provide an audition recording.
3. ***At whom is it aimed?*** Does it have mass or class appeal? If class appeal, to what age, sex, economic or social group?
4. ***Who's in it?*** What is their background? Photographs are helpful.
5. ***What is its rating?*** Do you have other evidence of listener reaction such as mail pull, increased sales?
6. ***How long has it been on the air?*** Who were the former sponsors? How long did they hold it and why did they drop it? Include sponsor testimonials.
7. ***How do you handle the commercials?*** How long are they? How are they spotted in the program? Are they woven into the continuity? Are they read by featured talent or announcers? Are transcribed commercials acceptable? Singing commercials? Are there any copy restrictions?
8. ***What time is it on?*** What programs precede and follow? What programs compete with it? How long has it been on at this time? Is the time guaranteed against change?
9. ***What have you done to promote, publicize and merchandise this program?*** What are you prepared to do along these lines for a new sponsor?
10. ***How much does it cost?*** Include time and talent, also special charges: AFRA, line, transcription, etc. Are time costs card rate or package? Are talent costs and special charges net or commissionable?

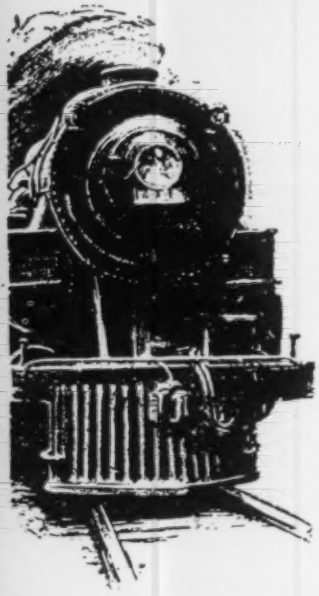
MORE FACTS MAKE MORE SALES

But sales *data* are no substitute for salesmen at The Katz Agency.

By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.

The KATZ AGENCY, INC. *STATION REPRESENTATIVES*

NEW YORK • CHICAGO • DETROIT • KANSAS CITY • ATLANTA • SAN FRANCISCO • LOS ANGELES • DALLAS



IF YOU ARE

"Alabama Bound" . . .

it will pay to make

WMOB

. . Mobile . .

One of your main . . .

"STOPS."

The station that delivers a "selling punch" in the Mobile area.

Ask Our

Representatives

The Branham Company

WMOB

A NUNN STATION

Mobile, Ala.

Nelson Leaves Storm To Open Own Agency

RAYMOND E. NELSON has resigned as vice president in charge of radio and television for the Charles M. Storm Co., to head his own organization, Raymond E. Nelson Inc., with temporary offices at 10 E. 43d St., New York.

Mr. Nelson

The new agency will accent radio and television advertising. In addition, a separate production unit is being set up to handle radio and television programming and production for both the parent company and other interested agencies. Agency's account list includes Sears, Roebuck & Co., Philadelphia Mail Order division (radio); United Cutlery Mfg. Co., Harry Conover Model Agency, and Universal Drug Products Co., Cleveland.

NEWS PACT SIGNED BY ABC IN CHICAGO

AMERICAN BROADCASTING Co., Central Division, and Radio Writers Guild signed a collective bargaining agreement last week, E. R. Borroff, v. p. in charge of ABC's Central Division, announced.

Contract, pertaining only to ABC Chicago staff news writers, calls for a 40-hour, five-day week, with time-and-a-half for overtime. Minimum starting salary, effective March 1, 1946 through Jan. 15, 1949, is $235 per month—with 10% increase after one year and 10% additional increase after two years. Apprentice's minimum salary, not over six months, is $185 per month.

Contract was signed by Mr. Borroff; Elmer Rice, on behalf of Authors League of America; Sam Moore, national president of Radio Writers Guild; and Herbert S. Futran, vice president, RWG Midwest Region. ABC's Central Division news department, supervised by Con O'Dea, employs four writers.

New Radio Circuit

PATENT RIGHTS for a new radio circuit designed by Harry W. Becker, chief engineer of the Electronics Sound Co., Chicago, have been applied for, according to Bernard J. Sullivan, general manager. The Becker circuit will make possible clearer reception of programs and includes development of a device that renders human voice and music distortion free, according to the Chicago company. Another major point of the Becker circuit, Mr. Sullivan said, is that it will permit construction of even smaller home radio and phonograph sets than those now on the market, and will require less tubes and parts, thus materially reducing the cost of manufacture.

Industry-Wide Electronics Bargaining To Secure Stability Urged at Meeting

INDUSTRY-WIDE bargaining in the electronics industry to bring "maturity and stability" in labor relations was advocated last Tuesday by Moses Shapiro, labor relations consultant and general counsel for the Electronics Manufacturers Assn., before the first RMA Industrial Relations Seminar, held at the Hotel Pennsylvania, New York.

The two-day seminar, which was open to nonmembers as well as RMA members, heard representatives of several hundred radio set and components manufacturers discuss reconversion employment problems and long-range management-labor policies.

Mr. Shapiro attributed much of the current unrest in the nation's economy to failure of top management to give sufficient attention to industrial relations. He said a survey of leading executives of large corporations revealed that policies were governed largely by "instinctive emotions" rather than objective investigation. His organization, representing 28 radio manufacturers in the New York metropolitan area, recently concluded a labor agreement with the United Electrical, Radio & Machine Workers of America (CIO).

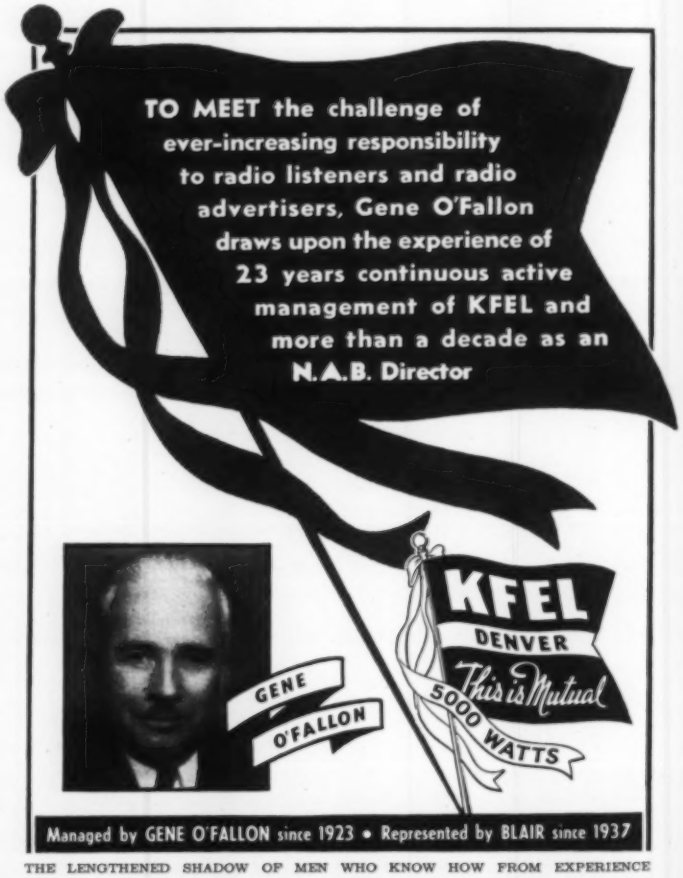
O. C. Cool, director of the Labor Relations Institute, told the seminar the radio manufacturing industry must look to the industrial engineer to solve the problem of rising costs and decreasing employe productivity. He said output per worker has declined 34% on the average since prewar days.

If radio management used more scientific methods for grading jobs, wages and personnel, he said, and if unions discontinued their opposition to sound engineering, a quick gain in productivity would be achieved and the inflationary effects of the recent wage increases would be greatly offset.

Others who spoke were Richard C. Smyth, industrial relations director, Bendix Radio Division, Baltimore; Glenn W. Thompson, president, Noblitt-Sparks Industries Inc., Columbus, Ind.; William H. Davis, former chairman, War Labor Board; Arthur Freed, vice president and general manager, Freed Radio Corp., New York.

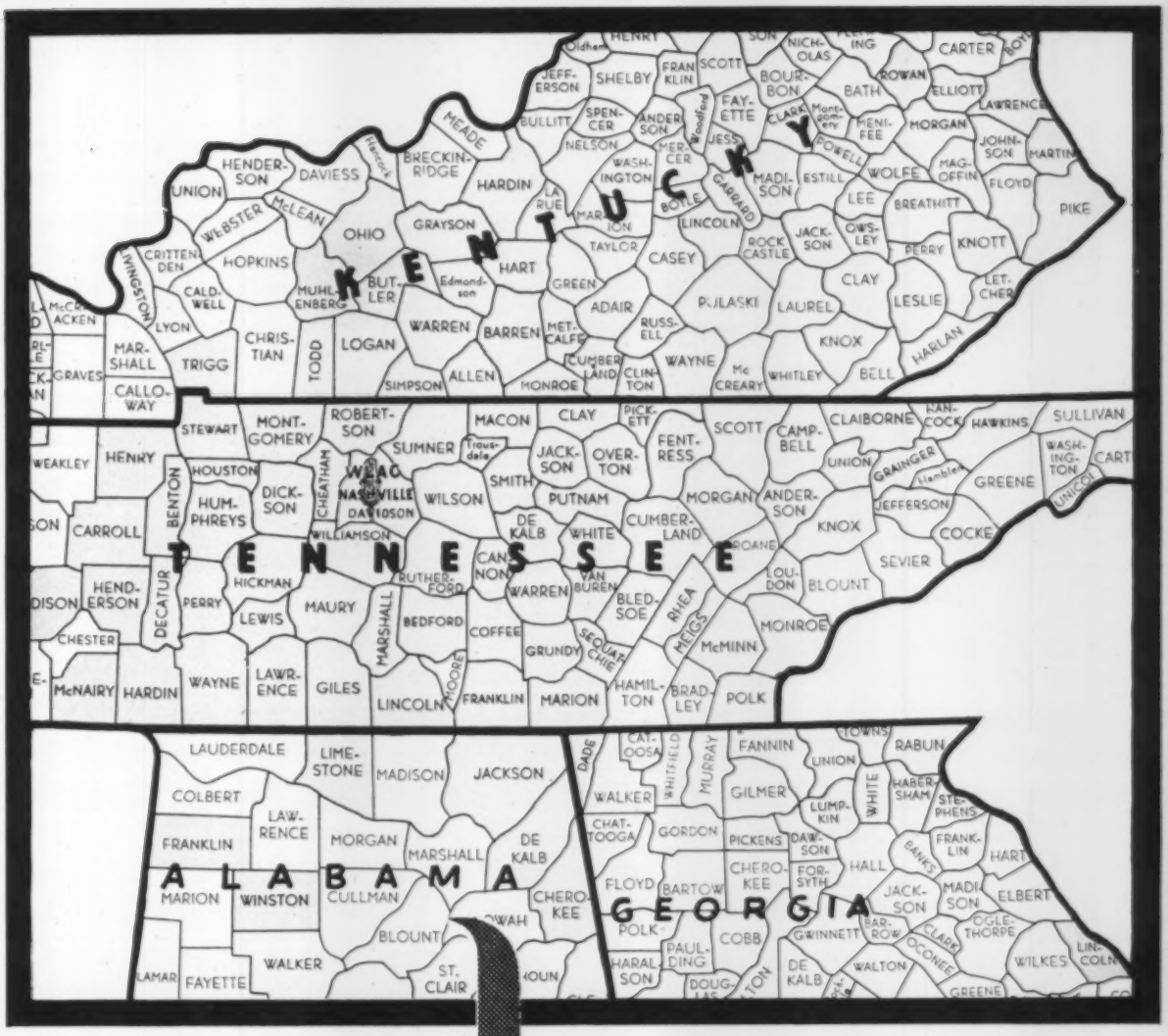
Bing Still Open

OVERTURES made by Reynolds Pen Corp. to Bing Crosby, have been unsuccessful, it was understood in New York last week. Other advertisers, through their agencies, are renewing offers to the singer for a network show.


TO MEET the challenge of ever-increasing responsibility to radio listeners and radio advertisers, Gene O'Fallon draws upon the experience of 23 years continuous active management of KFEL and more than a decade as an N.A.B. Director
GENE O'FALLON
KFEL
DENVER
This is Mutual
5000 WATTS
Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937

THE LENGTHENED SHADOW OF MEN WHO KNOW HOW FROM EXPERIENCE

"GATEWAY TO THE RICH TENNESSEE VALLEY"



133 DAYTIME PRIMARY COUNTIES

Daytime primary coverage based on 14,000 mail pieces received in response to a calendar offer . . . . made daily, 4:45 - 5:00 p.m. during a four-week period in January-February, 1946. Primary coverage was figured on NAB method . . . at least 50% of home county coverage.

for intensive coverage, it's

WLAC
NASHVILLE
50,000 WATTS
CBS
Represented by the Paul H. Raymer Co.

You're Missing

A BIG SEGMENT OF OKLAHOMA'S BUYING POWER IF YOU'RE NOT USING THE . . .

OKLAHOMA NETWORK

7 Stations...Covering 7 Major Markets

Seven stations—each with a concentrated audience in the seven major markets in Oklahoma—each having DOMINANCE in their markets—most of them ALL OF THE TIME! That's what you get when you use the Oklahoma Network . . . and you can use ALL SEVEN STATIONS or AS FEW AS THREE . . . and still get the network rate!
Just give us the opportunity, and we'll prove how you get MORE AUDIENCE at a LOWER COST by using the OKLAHOMA NETWORK!

Penetrate these concentrated major market audiences with THE OKLAHOMA NETWORK!

ONE CONTRACT . . . . . ONE CONTACT . . . . . ONE STATEMENT!

AMERICAN BROADCASTING AFFILIATES IN OKLAHOMA

•

KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore

ROBERT D. ENOCH, Managing Director

APCO TOWER

OKLAHOMA CITY 2, OKLAHOMA

Formula Offered for Station Operation

Programs Are Stressed In Vet Radioman's Suggestions

PROGRAMS should be ranked with top priority—over all departments—for the successful operation of a station, in the opinion of Lewis F. Sargent, news editor of WEEI Boston.

Mr. Sargent

After 13 years in radio as announcer, writer, producer, night manager and news chief, Mr. Sargent, a former advertising and promotion man has proposed a plan which he has charted and which he believes will be a stabilizing influence in the business of broadcasting.

Mr. Sargent believes a station manager should be one "who has all the qualities of a good executive—initiative, energy, imagination, vision, the ability to coordinate departments and operations, and inspire maximum effort on the part of all personnel." He should be a good business man with sound judgment and above all he should be a "master showman, because showmanship is the most important component of his product."

Mr. Sargent lays particular stress on a creative and planning committee for every station. Such a committee would be a staff function and would develop new ideas for programs, he feels.

Committee Research

The committee would discover, discuss and plan programs, for without programs with listener acceptance a station actually has nothing to sell, Mr. Sargent points out. His proposed planning and creative committee would "search the industry, comb local facilities and develop the creation of program ideas on the part of the whole organization."

WLW Cincinnati, among others, a decade ago had a similar committee which met weekly, discussed new ideas and proposed programs submitted by various staff members. Mr. Sargent believes such a committee would help to establish a "team" spirit in the entire organization.

All operational functions would be under the program department, according to Mr. Sargent's plan. "This division coordinates the work of all units and staff departments contributing to the finished product and establishes liaison with all sources of program material outside the organization," Mr. Sargent explains.

"The program department is the key to the general showmanship of the station," his plan continues. "It is responsible for the translation of station objectives and policies into programs that achieve the standards set by management and directors."

Mr. Sargent contends that many programs go on the air without proper thought and preparation. The program director would be responsible directly to the general manager.

So-called "public service" programs need just as much preparation as do commercial and station sustaining programs, Mr. Sargent believes. "Too much valuable broadcast time is wasted," he contends, "upon poorly prepared and badly timed public service, merely to fulfill the station's obligations."

Research Studies

He lays stress on a research division and the function of product merchandising. This is an important phase of broadcasting overlooked by many broadcasters, according to Mr. Sargent. "This unit is charged with the maintenance of a perpetual inventory of the market served, its buying characteristics and factors influencing it," says Mr. Sargent.

He believes that a station's duty to a client does not end with the signing of a contract. Rather a station must help its advertisers merchandise their products, learn what its listeners want, he says.

Other departments which Mr. Sargent feels deserve more than passing mention are continuity, public service and educational, engineering, general service, publicity, production, promotion, news and special events, program research, talent and music.

Mr. Sargent believes stations generally don't develop sufficient new talent to keep new programs and provide for necessary expansion. "Talent is the life-blood of broadcasting," he says, "and should be constantly sought and developed, and encouraged as a mutually advantageous project." He would set up an artists bureau in conjunction with the talent department to act as a booking agency.

Mr. Sargent does not believe in "one-man" operation. He thinks the successful broadcaster is one who surrounds himself with top executives and helps develop new talent in all departments, including program, sales, engineering,

(*Continued on page 49*)

FOR 13 years Lewis F. Sargent has been in radio as announcer, writer, producer, news chief and night manager. He has studied broadcasting from all angles, comes up with a plan for the operation of a station, which emphasizes the importance of programs and showmanship. Before joining WEEI Boston 10 years ago, Mr. Sargent spent two years with Yankee Network and one year with WHDH Boston. He has served as advertising manager and assistant sales manager of Harvey Radio Labs., Cambridge, Mass., as free lance radio producer and advertising and sales promotion consultant.

True Friendship

WHEN Billy Hinds, veteran staff announcer of KDKA Pittsburgh, went into the armed forces, his m. c. job on the *Brunch With Bill* Monday through Friday show was taken over by Bernie Armstrong. He put the money earned from this stint into war bonds for Billy's two youngsters, Billy Jr., 6, and Judy, 15 months. Of course all of this had been unknown to Daddy Hinds. That is until one day last week. Giving Bill an envelope, Bernie said, "Here's something for you." Bill stuck it in his pocket and went on with his duties. When he finally opened it he found the bonds, representing more than a year's salary.

"He says he heard about the 'Softey' mattress over WGAC."

WGAC Augusta, Ga.

SELL

#1 MARKET
Winston-Salem
Greensboro
High Point

In the South's

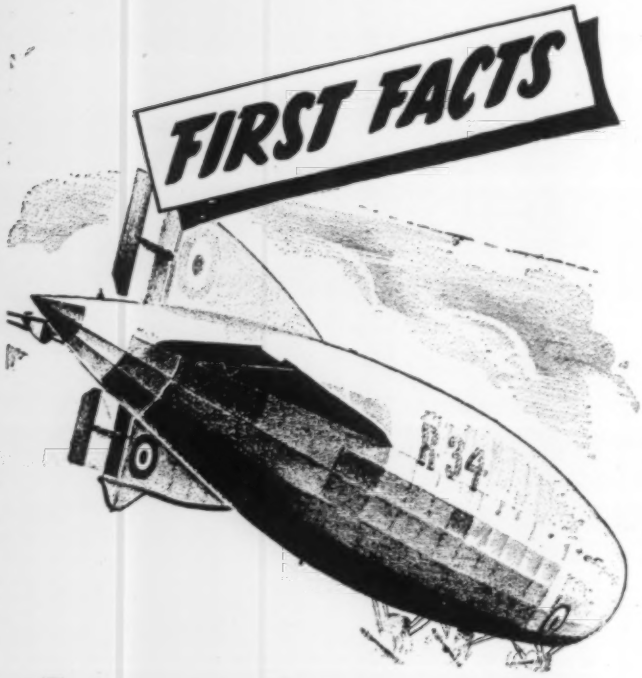
#1 STATE
NORTH CAROLINA

via

WSJS
Winston-Salem

for the TRI-CITIES

Representing
HEADLEY REED CO.



The first airship to cross the Atlantic was the dirigible R-34. It flew from Scotland to New York in 108 hours and 12 minutes.

WIP WAS THE *FIRST* RADIO STATION IN PHILADELPHIA

•

WIP IS *FIRST* IN THE NUMBER OF LOCAL ADVERTISERS

610 K. C.

•

MUTUAL'S 3rd MARKET AFFILIATE

•

5000 WATTS

•

REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERY CO.

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY
WIP - FM

Canadian

(*Continued from page 23*)

appointment of paid president is felt to be necessary. What presentations are to be made before this Parliamentary Radio Committee are up for discussion by CAB Legal Counsel Joseph Sedgwick.

Engineering Developments

Engineering problems for AM and FM stations will be discussed by CAB Engineer Henry S. Dawson in his first annual report. One of the technicians on radar development in Canada during the war, he was retained by the CAB following the 1945 February annual meeting, has since visited practically all member stations, represented the CAB as observer at Rio de Janeiro and Washington meetings. He will discuss with members what the engineering section can do for them, what they ought to do in connection with modernizing their stations, problems of FM with establishment of Canadian standards.

An exhibition of FM and AM equipment by manufacturers has been arranged in connection with the convention. The problem of depreciation on new equipment for income tax purposes will also be under discussion.

There will be mostly closed sessions at the convention, with open sessions on Monday for general business, appointment of committees, introduction of members, legal and commercial continuity reports. Tuesday closed sessions will deal largely with financial business of the CAB, resolutions, engineer's report, appointment of paid president, change in constitution to allow program producers to join as associate members. Wednesday morning closed session will deal with performing right fees, programs, public service activities, standardization of rates, public relations, Parliamentary Radio Committee. Thursday morning's closed session will round up unfinished business and recommendations, appointment of standing committees.

Banquet Tuesday

Annual dinner Tuesday evening will have as guest speaker H. Napier Moore, editorial director of MacLean-Hunter Publishing Co., Toronto, who will speak on "An Editor Has Ears Too." Entertainment will be by Mart Kenney's Orchestra of the Northern Electric Company's Dominion network program. Social functions include a golf tournament on Wednesday afternoon, a cocktail party by Canadian Marconi preceding the annual dinner, a dinner by CAB directors to U. S. network and NAB visitors on May 26.

Preceding the convention the CBC held annual meetings with private stations of the Trans-Canada and Dominion networks at Montreal and H. N. Stovin Co., station representative firm, held a meeting with its stations at Montreal.

CRASH COVERAGE
CBS Breaks Nationwide Network With News

THE CRASH of an Army plane into the offices of Floyd Odlum's Atlas Corp. in the fog-shrouded tower of the Bank of Manhattan Building, New York, last Monday sent radio newsmen scurrying for their microphones.

Only one network, CBS, interrupted a nationwide program to broadcast a bulletin of the crash, but most leading New York stations, independent or affiliated with networks, broke into programs to announce it locally.

The crash occurred at about 8:10 p. m. At 8:30 p. m. WJZ cut into the ABC broadcast of *The Fat Man* for a bulletin. NBC's WEAF interrupted the *Fireside Show* at 8:40. Mutual's WOR broke the *Sherlock Holmes* broadcast at 8:38. CBS broke the network for a bulletin on the crash at 8:40.

Eyewitness descriptions of the wreckage were broadcast by several stations. Paul Killiam, WOR, rushed to the wrecked offices of Atlas Corp., made a recording which was broadcast at 11-11:15 p. m. Johnny Grant, WINS reporter, recorded a description from a nearby office building. The recording was played on WINS 11 p. m. news.

WJZ carried an on-the-spot broadcast by Julian Anthony and John McTigue from the nearby offices of RCA International Communications. Ken Banghart of WEAF also broadcast from the RCA offices.

Use of the facilities of RCA's radiophoto and program service at 66 Broad St., only three blocks from the scene of the crash, by Mr. Anthony and Mr. Banghart marked the first time that the RCA service, usually reserved for overseas transmissions, had been used for domestic broadcasting.

WHBC Is Host

WHBC Canton, Ohio, May 17 was host to 18 members of the Canton Police Dept. at rebroadcast of "The Green Cross," accident prevention series sponsored by WHBC, and to hear report by Traffic Commissioner Chace L. Deerwester. "The Green Cross" is heard Thurs. 7:15 p.m.

An All-Time Favorite

BABALU

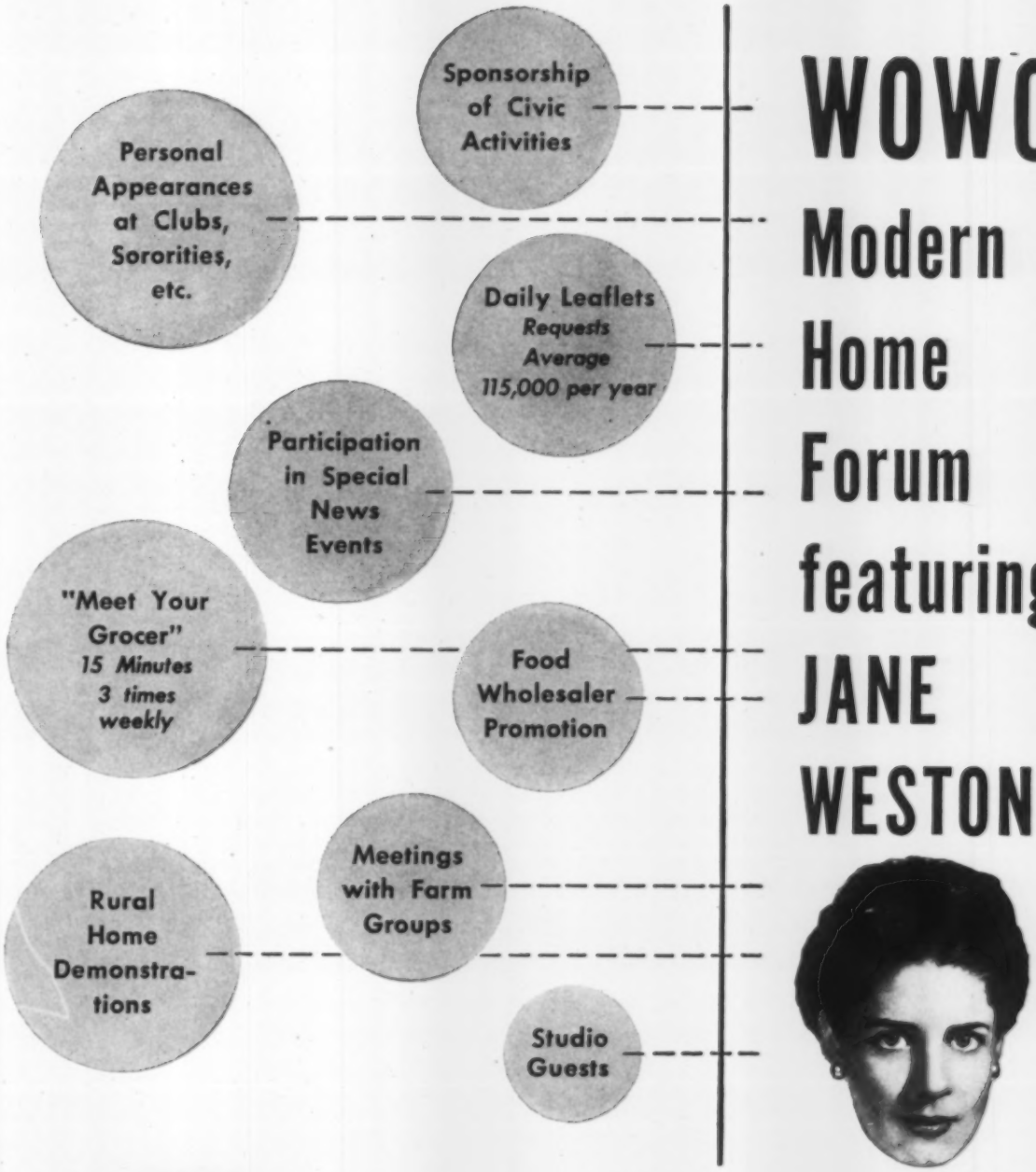
Published by
PEER INTERNATIONAL CORP.

• • •

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.



WOWO

FORT WAYNE

Indiana's Most Powerful Station

Jane Weston's "Modern Home Forum," now in its tenth year on WOWO, is something more than a radio program.

It's a full-scale, full-time community project.. carefully blueprinted to serve the needs of more than a million home-makers in WOWO's tri-state area.

Do housewives respond? Emphatically, yes. With an average of 115,000 letters a year. And with constant demand for Jane Weston's services at clubs, schools, home economics classes, parent-teachers' associations.

Do sponsors benefit? Renewals tell the story. A few choice participations are still available. NBC Spot Sales can point them out for you.

WESTINGHOUSE RADIO STATIONS Inc

KYW · KDKA · KEX · WBZ · WBZA · WOWO

Represented nationally by NBC Spot Sales—except KEX · KEX represented nationally by Paul H. Raymer Co.

THE SHREVEPORT TIMES STATION
Shreveport La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

Registration

(*Continued from page 23*)

L

Paul L'Anglais, Radio Programme Producers; G. A. Lavoie, CJBR; Phil Lalonde, CKAC; C. O. & J. D. Langlois, Lang-Worth Feature Programs; Paul LePage, CKCV; Henri LePage, CHRC; C. E. Leroux, CHEF; Jean Legault, CKRN; R. A. Leslie, CKGB; R. G. Lewis, Canadian Broadcaster; Gilbert Liddle, CKCR; A. J. Lewis, Exclusive Radio Features; C. G. Lloyd, Canadian General Electric; H. G. Love, CFCN; E. B. Lyford, NBC; F. A. Lynds, CKCW.

M

G. E. McCauley, Australian Federation of Commercial Broadcasting Stations; A. A. McDermott, H. N. Stovin Co.; John McGrail, CKRN; E. H. McGuire, CFCN; R. E. McGuire, CJKL; P. A. McGurk, Weed & Co.; Keith A. McKinnon; P. G. McLean, Canadian Pacific Telegraphs; R. M. MacMillan, Canadian Natl. Telegraphs; A. A. McQuarrie, BBM; Wis. McQuillen, Cockfield Brown Co.

T. A. Malone, Adam Young Inc.; Robert L. Mason, WMRN; M. Maxwell, Associated Broadcasting; Ned Midgley, CBS; W. C. Mitchell, CKCR; James Montagnes, BROADCASTING; Lloyd Moore, CFRB; Paul W. Morency, WTIC; A. A. Murphy, CFQC; Jack Murray, CFJM.

N to S

N. Nathanson, CJCB; W. D. Neil, Canadian Pacific Telegraphs; Malcolm Neill, CFNB; M. Normandin, Canadian Adv. Agency; Gilbert Nunns, Dancer-Fitzgerald-Sample.

A. C. Paddison, Australian Federation of Commercial Broadcasting Stations; Ralph Parker, CFPA; John H. Part, CHUM; W. B. Parsons, NBC; C. M. Passmore, MacLaren Adv.; Aurelle Pelletier, CHRC; Hugh Pearson, All-Canada Radio Facilities; Mrs. Pearson; L. E. Phenner, BBM; Jack Pilling, CHWK; B. A. Pollett, Compton Adv.; Rai Purdy, Rai Purdy Productions.

R. D. Quart, RCA Victor.

J. M. Reid, CKFI; Omer Renaud, CBC; Herbert Richardson, Bank of Canada; G. R. A. Rice, CFRN; J. Ellsworth Rogers, CFRB; Col. Keith Rogers, CFCY; Mrs. Rogers; M. Rosenfeld, MacLaren Adv.; R. S. Russell, Adam Young Inc.

William Rae, CKNW.

Al Savage, Cockfield Brown Co.; L. H. Schroeder, Dancer-Fitzgerald-Sample; Mrs. Elizabeth Scott, CAB; Harry Sedgwick, CFRB; Joseph Sedgwick, CAB; Clifford Sifton, CKRC; Jack Slatter, Radio Representatives; Alex Sherwood, Standard Radio; Ken Soble, CHML; Mrs. Verna D. Smith, CAB; R. Snelgrove, CFOS; Wm. Speers, CKRM; James Shaw, CFCF; R. V. Staples, All-Canada Radio Facilities; C. C. Slaybaugh, Morse International; H. N. Stovin, H. N. Stovin Co.; Wm. Stovin, CJBQ; J. T. Sullivan, Canadian National Telegraphs; Robert Swezey, MBS; Jack Sweeney, BUP.

T to Z

Sol Taishoff, BROADCASTING; M. Tedman, J. J. Gibbons; Jack Tietolman, General Broadcasting; Mrs. Tietolman; Jacques Thivierge, CHEF; J. N. Thivierge, CHRC; Brian A. Tobin, BUP; M. E. Tompkins, BMI; John Tregale, All-Canada Radio Facilities; George Trowhill, Canadian Natl. Telegraphs; Nolin Trudeau, MacLaren Adv.

Lt. Comdr. R. D. Wall, British Ministry of Information; H. G. Walker, CBC; H. S. Walker, RCA Victor; H. E. Warren, CJAV; W. G. Ward, Canadian General Electric; Allan Waters, Mason's United Adv. Agency; E. A. Weir, CBC; Paul B. West, ANA; J. J. & C. C. Weed, Weed & Co.; Frank K. White, CBS; R. E. White, CFJC; Bert Wood, NBC; Easton C. Wooley, NBC; C. W. Wright; Don. Wright, CFPL; R. Wright, CFJM.

Adam J. Young Jr., Adam Young, Inc.; George Young, CBC; J. H. Yuill, CHAT.

Late Registration

G. S. Bennett, CPR; W. D. Byles, Spitzer & Mills; R. E. Gourlay, Vickers & Benson; G. Kern, Benton & Bowles, H. E. Stephenson, Canada Starch; L. Trepanier, CHLN; Iris Alden, J. Walter Thompson; R. E. Aylen, CJAT; S. G. Barton, Industrial Surveys; G. Bertram, Swift Canadian; Miss J. Berube, Vickers & Benson; Jack Boothe, Toronto Globe & Mail; M. V. Chesnut, CJVI; F. R. Deakins, RCA Victor; S. T. & C. B. Fisher, Federal Tel. & Radio; Harry Foster, H. E. Foster Agencies; E. F. Giguere, Federal Tel. & Radio; Wm. Guild, CJOC; W. D. Hannah, Cockfield Brown; Paul Haynes, Inudstrial Surveys; A. F. Head, J. Walter Thompson; J. A. MacLaren, MacLaren Adv.; J. H. McGillvra, Joseph Hershey McGillvra; J. L. Murray, RCA Victor; W. Maillefert, Compton Adv.; Lloyd Moffat, CKBI; B. Musnik, WLW; Mark Napier, J. Walter Thompson; John H. Norton, ABC; E. L. Palin, Dept. of Veterans Affairs; S. G. Paterson, Rogers-Majestic; F. W. Raddcliffe, RCA Victor; J. B. Scully, CKPR; E. H. Smith, CFCF; Frank Starrs, Ronalds Adv.; B. Yemen, Canadian GE.

Toscanini-Conducted Broadcast Chosen Outstanding in Music Magazine's Poll

BROADCASTS of the opera, *La Boheme*, under the direction of famed conductor Arturo Toscanini, over NBC last February were voted the outstanding musical event of the past radio year in the Third Annual Poll of Music on the Air, conducted by *Musical America*, a music news magazine.

The poll, in which 500 music editors of daily newspapers throughout the nation participated, selected winners in other classifications as follows: Symphony orchestra: *New York Philharmonic Symphony* (CBS); program of operatic character: *Great Moments in Music* (CBS); symphonic conductor (regular): Arturo Toscanini; symphonic conductor (guest): Sir Thomas Beecham; program conductor: Donald Voorhees; orchestra with featured soloists: *Telephone Hour* (NBC); musical variety program: *Album of Familiar Music* (NBC); woman singer (regularly featured): Gladys Swarthout; woman singer (occasionally featured): Marian Anderson; man singer: Jan Peerce; small ensemble: *Stradivari Orchestra* (ABC); instrumentalists: pianist, Robert Casadesus; violinist, Jascha Heifetz; organist, E. Power Biggs; program of educational character: *Symphonies for Youth* (ABC); announcer, commentator: Milton Cross (ABC); outstanding Metropolitan Opera broadcast: *Der Rosenkavalier*.

Special honors were awarded by the music editors to four winners who have held the top positions in their respective classifications in all three polls that have been conducted by the magazine: Arturo Toscanini (symphony conductor, regular), Marian Anderson (woman singer, occasionally featured), the *Telephone Hour* (orchestra with featured soloists), and Milton Cross (announcer, commentator). The New York Philharmonic Symphony nearly met these qualifications; it placed first among symphony orchestras in 1944 and 1946, but shared the honor with the Boston Symphony in 1945.

In answer to questions put to them by *Musical America*, 56% of the music editors criticized commercial announcements as irritants in otherwise purely musical programs and many objected to intermission talks on subjects inappropriate to musical themes, 59% said local stations were apathetic about originating good musical broadcasts, and 83% appealed for an increase in the number of original operas written especially for radio.

Agreement

THROUGHOUT the morning the loudspeakers of both labor and management figuratively swung striking employes of the Niles-Bement-Pond Co., East Hartford, Conn., away from and back to work with their verbal barrages. In the afternoon an agreement was finally reached by both sides. All of the loudspeakers carried the baseball game broadcast of WONS Hartford and Yankee Network.

Appeal for Aid

AN APPEAL for aid from persons of all faiths to the United Jewish Appeal was made by New York's Governor Thomas E. Dewey and Henry Ford 2nd in a CBS broadcast 10-10:30 p. m. last Tuesday. The governor and Mr. Ford were featured speakers at a dinner at New York's Waldorf-Astoria opening the campaign of the nonsectarian Community Committee of New York on behalf of the United Jewish Appeal. The campaign's objective is collection of $100,000,000 from the nation.

Mrs. Grand Rapids goes steady with BRENEMAN and

WLAV

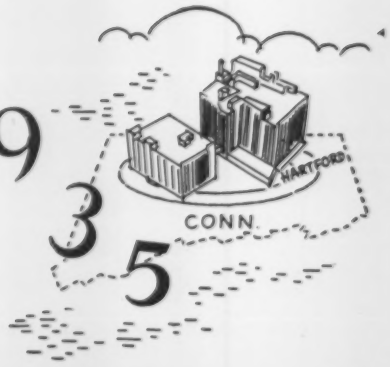
A. B. C. Station for • Grand Rapids, Mich.

G. FOX AND COMPANY, INC.

Radio Pioneer

A SHORT, SHORT STORY IN TWO PARTS

(READING TIME: 45 SECONDS)



PART I — 1935 Eleven years ago, G. Fox and Company, Inc., leading Connecticut department store, desired to develop further its trade beyond metropolitan Hartford; to encourage patronage throughout the rest of the Southern New England Market. Hopefully and as an experiment, "The Morning Watch" program was sponsored over WTIC.

PART II — 1946 Each year since 1935, G. Fox and Company has served an increasing number of "out-of-town" customers until now a substantial part of the store's volume comes from just the localities it sought to reach. Today "The Morning Watch" (named a top public service program in its area by BILLBOARD's Annual Radio Editors Poll), G. Fox & Company, Inc. and Station WTIC are all famous Connecticut institutions.

This story of direct, traceable sales is not only a tribute to a high calibre store and a top program, but another indication of WTIC's dominant influence in the prosperous Southern New England Market.

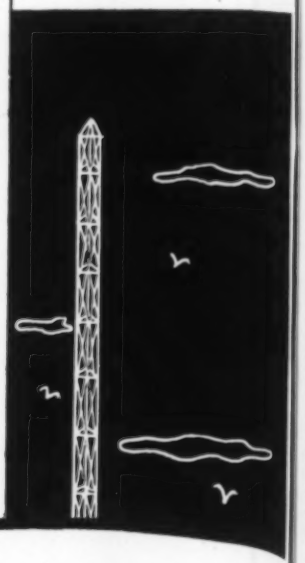
DIRECT ROUTE TO SALES IN

Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood



TELEPHONE QUIZ . . . . .

At 6:15 each evening, Monday thru Saturday, more Chicagoland families hear WGN than any other station. The average Hooper rating of the Telephone Quiz, since last November, is 9.4 . . . . other major Chicago stations are rated as follows for the same time period . . . . 6.3 . . . . 5.0 . . . . and 2.6.

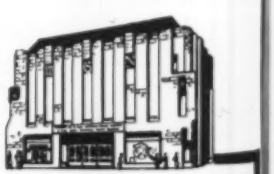
The reason, of course, is that a good show on Chicago's best known station is bound to get results. The Telephone Quiz, sponsored by the Hirsch Clothing Company of Chicago, has been doing a real selling job continuously since its origination in 1943.

For effective radio advertising in the nation's second richest market, the answer is WGN, the leader in national and local spot business.

A Clear Channel Station . . . . . .
Serving the Middle West

WGN

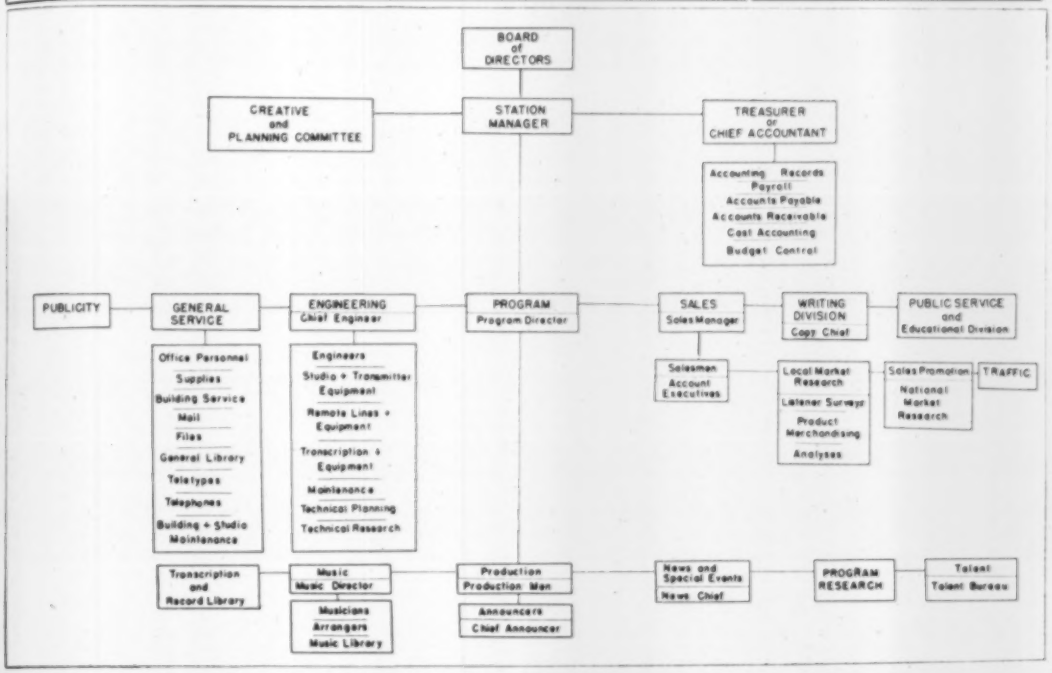
CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Cal.

Formula For Station Operation Offered


BOARD of DIRECTORS
CREATIVE and PLANNING COMMITTEE
STATION MANAGER
TREASURER or CHIEF ACCOUNTANT
Accounting Records Payroll Accounts Payable Accounts Receivable Cost Accounting Budget Control
PUBLICITY
GENERAL SERVICE
ENGINEERING Chief Engineer
PROGRAM Program Director
SALES Sales Manager
WRITING DIVISION Copy Chief
PUBLIC SERVICE and Educational Division
Office Personnel Supplies Building Service Mail Files General Library Teletypes Telephones Building + Studio Maintenance
Engineers Studio + Transmitter Equipment Remote Lines + Equipment Transcription + Equipment Maintenance Technical Planning Technical Research
Salesmen Account Executives
Local Market Research Listener Surveys Product Merchandising Analyses
Sales Promotion National Market Research
TRAFFIC
Transcription and Record Library
Music Music Director
Musicians Arrangers Music Library
Production Production Man
Announcers Chief Announcer
News and Special Events News Chief
PROGRAM RESEARCH
Talent Talent Bureau

ORGANIZATION CHART for operation of a radio station, as proposed by Lewis F. Sargent, news editor of WEEI Boston, would give program director supervision over all other functional departments. Mr. Sargent believes broadcasters should place program departments ahead of sales, because programs are radio's chief stock in trade in his opinion.

Sargent

(Continued from page 43)

etc. He feels that with lines of authority clearly drawn, department heads should have authority "commensurate with their responsibility."

"Broadcasting faces its greatest period of development in the years just ahead," according to Mr. Sargent. "Keener competition, resulting from the increasing number of stations, will demand alert, progressive management. Failure to keep pace and assume the lead wherever possible, will bring disaster."

Emergency Food Kit Is Sent to All Stations

A RADIO KIT prepared by the Emergency Food Collection national offices last week was being sent to all U. S. radio stations as part of the national appeal for aid to famine victims.

The kit contained 15 and 30 second spot announcements, human interest stories on the famine conditions overseas and transcriptions including brief appeals by Ralph Bellamy, Ingrid Bergman, Helen Hayes, Walter Huston, Lily Pons, Raymond Massey, Cary Grant, Mary Pickford, Tallulah Bankhead, Irving Berlin, Sonya Henie, Gracie Fields and Herbert H. Lehman, former director of UNRRA.

All radio commentators have been sent special fact sheets containing information about the food drive. All networks have allocated time to the emergency food collection on many programs beginning June 3.

WKBB
FIRST IN IOWA'S FASTEST GROWING MARKET

THIS year Iowa celebrates 100 years of statehood, but Dubuque dates its history back to 1788, when the explorer Julien Dubuque found extensive lead deposits. But don't let Dubuque's 158 years fool you. Full of youthful vigor and riding the crest of industrial expansion, Dubuque is Iowa's fastest growing city. Here is a market no alert advertiser can afford to overlook. And in Dubuque WKBB is First in listener preference morning, afternoon, and night!

James D. Carpenter—Executive Vice President
Represented by—Howard H. Wilson Co.

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

MANAGEMENT

Mr. Woodruff

T/SGT. JAMES W. WOODRUFF Jr. returns as vice president and executive manager of the Woodruff stations (WATL Atlanta, WRBL Columbus and WGPC Albany, Ga.) this week following two years in the India-Burma theatre. He returned to the U. S. May 19 after having served with AFRS as station manager and program director in Karachi, New Delhi and Calcutta.

CLARENCE L. MENSER, vice president of NBC in charge of programs, has been awarded the U. S. Treasury Dept. Silver Medal for assistance in the war bond campaigns.

W. C. SWARTLEY, general manager of WBZ Boston and WBZA Springfield, Mass., has presented "Rendezvous With Destiny," NBC album of records featuring highlights in the administration of President Roosevelt, to the deputy commissioners of education of the six New England states.

JAMES C. COLE, general manager of KGVO Missoula, Mont., has been appointed a director of the Western Montana Press-Radio Club. He will serve as chairman of club's house committee.

J. HAROLD RYAN, vice president and treasurer of The Fort Industry Co., has been reappointed to the Committee of the Domestic Distribution Dept., U. S. Chamber of Commerce.

JESS BARNES, Mutual vice president in charge of sales, will conclude an extended midwest business trip May 30 by attending the Memorial Day auto races at Indianapolis. Event is to be broadcast exclusively on Mutual under sponsorship of Perfect Circle Piston Ring Co., Hagerstown, Ind.

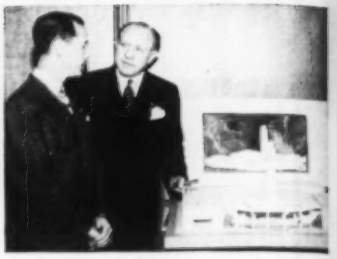
DON IOSET, who resigned as executive director of WMOH Hamilton, Ohio, to join Mutual as eastern representative, station relations, retains his stock in WMOH and will continue as a member of the station's board of directors.

ROY THOMSON, owner of CFCH North Bay, CKGB Timmins, CJKL Kirkland Lake, Ont., a large group of Ontario dailies, and vice president of Press News, is leaving for England to attend as a delegate the Empire Press Union at London next month. He also will visit the Continent before returning to Canada.

BRIG. GEN. DAVID SARNOFF, president of RCA, has been selected as interim president of the new Army Signal Assn.

WILTON COBB, general manager of WMAZ Macon, Ga., has been named vice president of the Georgia Association for Education by Radio and **JOHN FULTON**, WGST Atlanta associate manager, has been appointed treasurer. Both have been active as directors since organization's formation two years ago. **CARRIE ROWLAND**, advertising manager of Rich's Inc., Atlanta department store, has been named president and **LILLIAN LEE**, Atlanta school teacher, is retained as secretary.

A. J. HOPPS, assistant manager of CFRN Edmonton, Alta., has been named publicity manager for the first postwar amateur golf championship matches of the Royal Canadian Golf Assn., to be held at Edmonton July 29-Aug. 3.



IT'S ALOHA as R. M. Fitkin (l), president of Aloha Broadcasting Co., operator of KHON Honolulu, now under construction, greets Lewis Allen Weiss, vice president and general manager of Don Lee and vice chairman of Mutual. They were discussing the scale model of the new Don Lee-MBS Hollywood studios—and doubtless, the signing of KHON's affiliation with Don Lee-MBS. The 250 w outlet on 1400 kc will be Mutual's 302d affiliate.

RALPH D. KANNA, manager of WONS Hartford, Conn., has been elected to corporate membership in the Hartford Tuberculosis and Public Health Society. He also was appointed a member of the public relations committee of the society.

GEORGE P. RANKIN, president of WMAZ Macon, Ga., has been elected to the board of directors of the Macon Area Development Commission.

H. J. QUILLIAM, owner of KTBI Tacoma, Wash., has obtained Muzak franchise for Pacific Northwest, and is operating as The Music Co.

LEWIS S. FROST, NBC Western Division program manager and assistant to **SIDNEY N. STROTZ**, vice president, is at home recuperating from an infected leg.

Owen F. Uridge Elected WJR's General Manager

OWEN F. URIDGE has been elected vice president and general manager of WJR Detroit by the board of directors to succeed Leo J. Fitzpatrick, who resigned early this month [BROADCASTING, May 13, 20], according to George A. (Dick) Richards, president and principal owner.

Mr. Uridge had been named acting general manager immediately after Mr. Fitzpatrick's resignation. He has spent 18 of his 20 radio years at WJR and has been assistant general manager of sales since 1937.

Marine Radio Devices Exhibited in New York

MARINE radio and electronic equipment manufactured by Radiomarine Corp. of America, Mackay Radio and Telegraph Co. and Raytheon Manufacturing Co., was displayed last week at the National Marine Exposition in New York.

Radiomarine Corp. exhibited an anti-collision and navigational shipboard radar and a complete "packaged" merchant ship radio station.

Mackay Radio & Telegraph Co., IT&T associate, exhibited a complete ship's radio station in one unit. Raytheon displayed its new commercial radar called "Mariners Pathfinder," with indicator, transmitter-receiver and antenna.

In KNOXVILLE...

WBIR *is*

FIRST IN THE DAYTIME!

Hooper surveys have consistently given WBIR a top daytime audience. You can profitably use this popular station to cover one of the South's most important markets—Knoxville, Tennessee. WBIR is an ABC Affiliate.

*HOOPER STATION LISTENING INDEX

WEEK DAYS	SETS IN USE	WBIR	"A"	"B"	OTHERS
MORNING 8 A.M.-12 (NOON)	25.2	46.4	33.2	20.0	0.4
AFTERNOON 12 P.M.-6 P.M.	21.1	37.6	32.9	29.2	0.3
EVENING 6 P.M.-10 P.M.	32.1	19.4	44.9	34.1	1.6
SUNDAY 12 P.M.-6 P.M.	20.1	32.8	41.8	24.6	0.8

*City Zone—Knoxville, Tenn.—Feb.-March—Total Coincidental Calls 14,809

NUNN STATIONS
• WBIR KNOXVILLE, TENN.
• WLAP LEXINGTON, KY.
• WCMI ASHLAND, KY. HUNTINGTON, W. VA.
• KFDA AMARILLO, TEX.
• WMOB Mobile, Ala.

WBIR is Represented by The John E. Pearson Co.

WBIR
A NUNN STATION

John P. Hart, Mgr.
KNOXVILLE, TENN.

Ever See a Map Like This?

If shows that your message on KSL can reach more people than in ALL these cities combined*

Here is a dramatic way of illustrating that there are as many people in the KSL Primary and Secondary market as in Salt Lake City, Washington, D. C. Indianapolis, Pittsburgh, Milwaukee, and Louisville, combined.

Salt Lake City, home of KSL, with its metropolitan population of 204,488 is important to any advertiser. But the total KSL Listening Area is over 13 times greater than the Salt Lake Market — and ranks 8th in size among America's metropolitan areas.

For complete radio coverage of the West, you'll need KSL. Ask Petry for details!

*Figures taken from CBS Study, 7th Series, and 1940 Census.

50,000 Watts
Clear Channel
Salt Lake City

You can't cover the West without...

KSL

CBS

Edward Petry and Co. - National Representatives

123,000 PEOPLE

Park it

TO MARKET

in GREENVILLE, S. C.

Greenville, shopping stop for 123,000 people living within 10 miles, is also the trading center for a rich 50 mile area of 711,711 people — heart of Greenville County, South Carolina's top county in 1945 Retail Sales ($73,645,000*).

*Sales Management Estimates—1945

WFBC

GREENVILLE, S. C.

NBC 5,000 Watts

LEWIS H. AVERY, Inc.

Most Powerful Station In Western Carolinas

DOMINATES YOUR TOP MARKET!

GREENVILLE IS A 100,000+ MARKET 1ST IN SOUTH CAROLINA

AFA Holds Annual Elections Tuesday

Broadcasting Academy Opens Summer Term June 3

A CAPACITY REGISTRATION of delegates has flocked to Milwaukee over the weekend to attend the first postwar convention of the Advertising Federation of America, being held yesterday through next Wednesday at the Hotel Schroeder [BROADCASTING, May 20].

Following preliminary sessions yesterday, which included a brunch by the Council of Women's Advertising Club and a dinner-surprise party by the *Milwaukee Journal* and its radio stations, a full calendar is scheduled for today. The AFA Annual Banquet is to be held this evening at 7 p. m.

Meetings for Tuesday and Wednesday include the AFA annual elections tomorrow and other industry sessions.

* * *

The National Academy of Broadcasting Inc., 1366 Irving St., N. W., Washington, has announced the opening of its summer term, a 15-weeks course commencing June 3.

The Academy, in operation since 1934, has been reorganized as a corporation. Officers and directors are Miss Alice Keith, Mrs. Helen McKenna, Mrs. Hazel deWolf, Miss Laura M. Stanley, Mrs. Edna Edmondston, and Mrs. Meryl Kronheim. St. Clair C. MacKay, recently discharged as a major from the Army, has been named director of administration and finance. Newest faculty member is Ed Rogers of WTOP Washington, who will teach announcing and production.

A new feature of the school will be experimental writing and acting for television. Home study and correspondence courses are offered, with emphasis on training veterans and others for station positions.

KUIN Contest Winner For Tom Mix Premiums

KUIN Grants Pass., Ore., is winner of the Tom Mix premium contest, conducted during the six months ended April 1 by Ralston Purina Co., St. Louis. Rank of all stations in the MBS program contest was computed on a percentage based on ratio of station mentions to radio homes in primary area. KUIN will receive a $500 savings bond.

Other winners were WLNH Laconia, N. H., second; KORE Eugene, Ore., third; WJBY Gadsden, Ala. fourth; KIT Yakima, Wash., fifth; KHMO Hannibal, Mo., sixth; WJMS Ironwood, Mich., seventh; KHSL Chico, Cal., eighth; KFJI Klamath Falls, Ore., ninth. KFIO Spokane was first in areas of 100,000 or more; KWK St. Louis led areas of 500,000 or more. Theatre parties and Tom Mix Clubs were popular promotion stunts. Agency for Ralston Purina is Gardner Adv. Co., St. Louis.

COMMERCIAL

DON L. KEARNEY, radio public relations officer in ETO and former sports announcer at WHAM Rochester, N. Y., has joined the Katz Agency to represent newly-formed New England group of ABC affiliates in Boston, with headquarters at WCOP Boston. He will work on new Fletcher Wiley series.

TOM HARKER, Mutual account executive on the Coca Cola Co. account, left New York May 19 for a trip to the West Coast. He will attend the Coca Cola bottlers conventions in San Francisco June 5-8 and Galveston June 13-15 before his return to New York June 21. Orchestras featured on the Coca Cola "Spotlight Bands" programs on Mutual will play for the conventions.

RALPH MILLER, former sales manager of WKY Oklahoma City, has joined KCRA Sacramento, Calif., in similar capacity.

FRANK BEREND, NBC Western Division sales manager, will visit network Chicago headquarters en route to New York for month's conferences with agencies and sponsors relative to fall radio plans.

WILLIAM LEVY, former legitimate stage actor and recently discharged from the armed forces, has joined the sales staff of WWRL Woodside, N. Y.

JIMMY FOX, son of **J. LESLIE FOX**, Southern California manager of Paul H. Raymer Co., station representative, and recently discharged from Navy, has been made traffic manager of KWG Stockton, Calif.

J. L. CUMMINGS, sales manager at WEED Rocky Mount, N. C., is the father of a boy born May 11.

JAMES BROWN, formerly with John E Pearson Co., Chicago, has joined the sales department of WBBM Chicago.

SHIRLEY HENDERSON is new traffic manager of KUTA Salt Lake City. **MARIAN LUNT**, formerly with the promotion department of WAGA Atlanta, Ga., has been added to the KUTA commercial staff.

RUTH MORAN has been named sales service assistant to **JOHN DODGE**, NBC Spot Sales representative for New England and New York State.

JAMES L. ALEXANDER, station representative, Toronto and Montreal, has been appointed exclusive representative for CKDO Oshawa, Ont.; CFAB Windsor, N. S.; CHUM Toronto; CFJM Brockville, Ont. CKDO is to be on the air about July 1 with 100 w on 1240 kc, using RCA equipment.

JIM CRAWFORD has joined the commercial department of CBL Toronto.

LOUIS J. RIKLIN of the WOAI San Antonio, Tex., sales staff is the father of a girl, Nancy.

WALLIE C. PORSOW, WHBY Appleton, Wis., commercial manager, has been elected president of the Appleton Junior Chamber of Commerce for the current year.

JOHN H. EICHHORN has been appointed local commercial manager of KIRO Seattle, Wash., replacing **JOSEPH F. HIDDLESTON**, who resigned to head advertising agency of Hiddleston, Evans and Merrill. Mr. Eichorn joined KIRO sales staff two years ago as an account executive, following several years of newspaper experience in the Midwest and California.

Mr. Eichorn

RICHARD B. BRONSON, formerly on the program and announcing staff of WONS Hartford, Conn., and more recently with WHNC Henderson, N. C., has rejoined WONS as sales staff member.

KVAK Atchison, Kan., has appointed William G. Rambeau Co., Chicago, as station representative.

KRSC Seattle, Wash., has named Walter E. Barber, New York, as station representative. Firm is at 25 W. 45th St. Telephone: Longacre 5-0907.

DONALD DE SMIT, released from the Army as a lieutenant in the tank corps, has joined WKZO Kalamazoo, Mich., as account executive.

ARCH L. MADSEN, commercial director of KSL Salt Lake City, has been elected vice president of the Salt Lake Advertising Club. **L. H. (Bus) MANWARING**, KSL account executive, has been named a director of the club.

Report Discussion

SYDNEY KAYE, executive vice president of BMI and noted broadcasting attorney, and Charles Siepmann, author of *Radio's Second Chance* and at least a contributing editor of the FCC report on Public Service Responsibilities of Broadcast Licensees, will discuss the report in an off-the-record question-and-answer session to be held the evening of May 28 at the Longacre Theatre, New York. Meeting, held under the auspices of the radio committee of the American Civil Liberties Union, is open to "representatives of the radio industry, producers, consultants, unions and agencies interested in radio," according to the ACLU invitations.

Over Fifty Brand Names Cited For Long Service

FIFTY-SIX brand names in service 50 years or more, were honored last week at a dinner sponsored jointly by the Advertising Club of Baltimore and the Brand Names Research Foundation Inc.

Each of the brand names was awarded a "certificate of public service" during the dinner, which was held at Baltimore's Hotel Belvedere. Eleven of them are older than 100 years, eight between 75 and 100 years old, and the others from 51 to 74.

Forty companies, 37 of them situated in Baltimore, use the 56 brand names that were honored.

IN IDAHO....

use

Idaho's Most Powerful Station

Radio Station KID

IDAHO FALLS IDAHO

5000 WATTS

Mutual

JOSEPH HERSHEY McGILLVRA, Inc.

National Representatives

Miss "KGW" ay
timebuyers Sweetheart
"WE DUST OFF THE WELCOME MAT FOR MARSHALL FIELD, NEW OWNER OF KOIN, PORTLAND, OREGON"
Welcome
PORTLAND, CITY OF HOMES
"YOU'RE A SMART MAN MR. FIELD. — YOU KNEW THAT PORTLAND STATIONS SERVE ONE OF AMERICA'S BEST RADIO MARKETS.....
MARSHALL FIELD
PORTLAND, OREGON
POPULATION..... NOW 415,000 (1945 ESTIMATE)
RADIO HOMES 98.36%
HOME OWNERSHIP 58%
TELEPHONE APPLICATIONS..... 2ND ON COAST..4TH IN U.S.
BANK DEPOSITS ..... 1½ BILLION (MARCH 1946)
RETAIL FOOD, DRUG SALES 1¼ BILLION
..... AND HERE'S THE EVIDENCE."
"UNDER "CHUCK" MYERS' DIRECTION KOIN HAS CONTRIBUTED MATERIALLY TO THE HIGH BROADCASTING STANDARDS PORTLAND HAS ENJOYED. KGW CONGRATULATES THE NEW OWNERS ON MAKING A SPLENDID PURCHASE!"
OREGONIAN APRIL 1946
TO: Harry Buckendahl and members of the staff of KOIN: Best of Luck Sincerely, Miss KGW
ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

April 15, 1946

Mr. Ken Church
Radio Station WCKY
Cincinnati, Ohio

Dear Ken:

It gives us a great deal of pleasure to tell you of the phenomenal success a minute spot announcement on WCKY has been for one of our clients, Halper's Music Shop. The announcement is scheduled at 8.30 PM on Tom More's Western Jamboree.

To our knowledge, never has a program or spot announcement caught on as fast as this Halper spot. We have been receiving on an average of 125 letters a day. In the past four weeks, time cost has amounted to $480.00 and Halper's have received orders for more than 12,849 records, an average of seven orders a letter at an approximate cost of 3¾¢ per record.

Please extend our thanks to all cooperative members of your staff.

Cordially yours,

Paul DeLott

Paul DeLott
President

jd;PDL

SINCE THIS LETTER WAS WRITTEN, RECORD

ORDERS HAVE EXCEEDED 51,000

Paul.... De Lott

DIXIE TERMINAL
CINCINNATI 2, OHIO

MAin 3823

...ll and AGAIN and AGAIN!

...CIY IS DOING THE REAL JOB ...R THE ADVERTISER IN THE ...EAT CINCINNATI MARKET!

...WCKY

THE *L. B. Wilson* STATION

...IFTY THOUSAND WATTS OF

SALES POWER

Editorial

Program Report: XI

ALFRED C. PADDISON, president of the Australian Federation of Commercial Broadcasting Stations, is a visitor to our shores. He is here to study FM and television. He is a commercial broadcaster himself. The 100-odd commercial stations in Australia compete with the Government network of some 38 stations.

Mr. Paddison is conversant with American radio. Australian commercial broadcasting follows the American pattern. Before the imposition of wartime embargoes many of our programs were broadcast down-under via transcription. They were the most popular with the Australians.

We asked Mr. Paddison about the FCC's Blue Book. He rejoined:

"Why that is the first step toward nationalization of American radio."

Mr. Paddison knows the pattern. He noted that ownership of physical plants and actual program production are not essential in the nationalization process. Control of the program by an agency of the Government constitutes control of the medium.

"Nationalization," says Webster's unabridged, means: "The taking over by the state of private property, industrial organizations, or the control of any class of labor, etc., in the interest of the state."

We yield the floor to the literary workshop which produced the Blue Book.

Who's Out of Step!

NO MATTER how or where people live, they're going to have radio service. The unvarnished figures of the U. S. Census Bureau reveal a trend in the life and habits of free Americans that historians will recognize when they recount developments of the wartime 40's.

Out of the Census Bureau's own survey [BROADCASTING, May 20] comes this simple situation: The number of occupied homes increased by 2,745,000 from 1940 to 1945; the number of radio homes increased by 5,151,000.

Even a staid economist of the Bureau volunteered the word "startling" in pointing to this significant fact, revealed by the Bureau's own survey. During three of these five years only a few radio sets were made. What the number of radio homes will be when set makers get into production (they're now approaching 1,500,000 sets a month) will be shown the next time the Bureau puts a radio question in its *Monthly Report on the Labor Force.*

To those who contended a decade ago that radio had reached the saturation point, the census data offer a convincing answer. It should be equally convincing to those who evaluate markets and media in an effort to get the most for their advertising dollar.

And to those critics of the American plan of radio who contend that broadcasters are not offering the finest programming in the world, revelation by another Government agency should refresh recollection of the World War I chant, "They were all out of step but Jim."

Plan Now for '47

DAYLIGHT SAVING TIME, hit-and-miss style, has been in operation one month today. Were it not for strikes, shortages, and the like, it would be the national calamity.

Distraught broadcasters and their listeners in all cities except the key DST centers are still trying to untangle schedules. Confusion will continue well through the summer. September 29, the readjustment in reverse takes place.

You can get arguments pro and con on DST. You can read them in letters from irate broadcasters, listeners and agencies published in these pages. The NAB district meetings unanimously are on record in favor of *uniform* time.

According to the records of last week, which probably aren't accurate now, there were 26 states which have DST of varying sorts and degrees, with local options for or against. The remaining 22 states and the District of Columbia are on standard time. One of our readers estimates that areas with a population of 30 million go on DST and the remaining 110 million don't. The latter must "mentally readjust their network schedules so that the other 30 million won't have to," he says.

It looks like it's too late to accomplish anything this year. That being recognized, it behooves broadcasters to do their 1947 time-planning early. Instead of letting New York with its EDST establish the rules, why not have all radio remain on standard time? The railroads do it. So do the airlines.

In the absence of national legislation, the only way to avoid the bedlam of the time change and the time, money, and energy thus dissipated, is through railroad time for radio.

Let's make it railroad time for radio in '47.

Tower Trouble

BECAUSE several owners of homes abutting on what is now an unsightly vacant lot just off a Washington business district have whipped themselves into a frenzy over a projected television tower, a Congressional committee is seriously considering legislation that would have the effect of keeping both video and FM towers out of residential areas.

While the McMillan Bill in the House would bar towers only in District of Columbia residential districts, its potential danger lies in the fact that it will serve as model legislation for cities and States all over the country.

Bamberger Broadcasting Service has been the guinea pig in the Capital's two-year tower battle. After fighting the question through a half-dozen D. C. regulatory bodies, a site suitable to all authorities was given final approval. Now the fight is being waged all over again in Congress.

FCC specifies that video towers must be near the center of population; Civil Aeronautics Administration wants them there, doesn't want them in outlying areas; park officials refuse to permit use of parks; mid-city sites aren't good because Washington is in a bowl.

So Bamberger bowed to official specifications. Now the raucous group that has made a farce out of Congressional hearings is agitating class legislation that has the potential power to cripple a great institution at its very inception.

Our Respects To —

FRANK HEMMING ELPHICKE

WHEN Frank Hemming Elphicke, "Tiny" to his friends because of his six feet plus, went to Germany in February 1919 as a member of the British occupying force, he was one of a concert party. It was one way of entering the theatre to which his family did not object.

Eleven years later he found another way, via the door of CFAC Calgary, Alta., where in March 1931, he became one of a trio who did everything there was to do at the station. His forte was to be programs and dramatics. He has been programming ever since, and now taking management in his stride. Today he's manager of CKWX Vancouver, a director of the Canadian Association of Broadcasters, and owner of one of Canada's newest small stations, CKPG Prince George, B.C., which is operated by younger brother Cecil Elphicke.

He was born in London, England, July 14, 1900, and educated at Eastbourne. He went with his parents to Canada in October 1920, destination: Vancouver. In 1926 oil was discovered near Calgary, and by that time Tiny Elphicke was in the bond business. To booming Calgary he went, and there the oil boom took him for a ride. But he remained in the bond business for some years after that, through the early part of the depression.

Meanwhile as a relief from the headaches of the bond business, he had once more returned to his boyhood hobby of dramatics. He became interested in the Little Theatre movement and for three years was president of the Calgary Light Opera Society. From there it was but a step to the entrance of CFAC. Within a year he had become program director of the station, and in 1933 he was appointed manager.

At CFAC he was able to try out many ideas on name programs and merchandising. Because of a lack of good local talent, most of the station's programs were recordings, run one after the other, with no planned theme, and only breaks for commercial announcements and station identification. Mr. Elphicke developed the idea in western Canada of building up a program of recordings under a name, selling both sponsor and listeners on such a name program. Similarly with merchandising, he developed promotion ideas on sponsored shows which have since been adopted by other stations. He became so well known for his merchandising ideas, that when the Canadian Broadcasting Corp. in 1938 ran a series of land line lectures for all Canadian stations on "The Business of Broadcasting," they called

(Continued on page 58)

THEY MAKE A GREAT PAIR

AS a result of giving listeners the programs they want to hear, WOV has developed and holds two distinct and important audience groups in the metropolitan New York area. Two great markets listen to WOV. Two great markets that, in their respective listening hours, combine to give this station a constant, controlled, around-the-clock selling power. In the daytime, WOV overwhelmingly dominates New York's Italian speaking audience of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station . . . *at less than half the cost of the next ranking station.*

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

Respects

(*Continued from page 56*)

on "Tiny" Elphicke to contribute the talk on program merchandising.

In 1934 when Taylor, Pearson & Carson took over operation of CFAC as the first major station in their proposed chain of operated, not wholly owned, stations, "Tiny" Elphicke remained as manager. His programming ideas were utilized on other stations which the company operated, and January 1, 1936, when TPC took over CJCA Edmonton, Mr. Elphicke went as manager. On September 15, 1940, he went to Winnipeg to manage CJRC, in 1942 to CKWX Vancouver.

In these moves to manage new properties of the TPC group, Mr. Elphicke uses the same procedure in becoming acquainted with the operations of the station. He puts the staff at ease by telling them no one will be fired, except for cause. Then he arranges that all station detail come over his desk, thus familiarizing himself with the routine. He has personal conferences with each member of the staff. And when all that is done he puts into effect program, selling, merchandising, engineering and other policies common to the TPC stations, moves the staff where he feels each member will do the best work. He watches all programs himself even after the station settles down, as programs are the big selling feature on the TPC stations.

Since coming to CKWX he has set up a news department with the chief of the former general manager of Press News, radio subsidiary of Canadian Press. Sam Ross, the CKWX news chief, goes out on all top news stories wherever they may be in Canada or the world. Mr. Elphicke sends him throughout Canada to get news for the station and sent him to Europe during the last year of the war.

Mr. Elphicke also established two commercial managers at CKWX, one to handle local advertising and the local sales force, the other to handle all national advertising. He believes in close relationship between the commercial radio program and the national advertiser's distributor or agent on the west coast. He has also added CKWX to the MBS network, first U. S. net to enter the Canadian Pacific coast area.

Last year when he saw development in the country just south of Alaska Highway, he applied for a license for a 250 w station at Prince George. It is now in operation, and what time he can spare from CKWX is spent at CKPG in the British Columbia hinterland.

Mr. Elphicke married Helena Rankin Keay of Victoria, B. C., Sept. 14, 1934, at Vancouver. He plays a good game of golf, likes gardening, and enjoys travelling. He is a Rotarian, and member of the Shaughnessy Golf and Country Club and Terminal City Club at Vancouver.

PRETTY POLLY WANT A CRACKER (Ky.)?

You can *have* it, Polly! There's too little dough in Cracker (Ky.). That's why we'd really be all broken up if we *did* crack it! Here at WAVE we fire our ovens for the Louisville Trading Area exclusively — where there's more money, more business, more everything than you'll find in the rest of the State, *combined!* Seriously—with WAVE, you can really cover the Louisville Trading Area for considerably less than the cost of covering the same area *plus* Cracker, etc. Isn't that the best "bargain package" you can buy?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Upcoming

May 26-29: 42d Annual Convention and Advertising Exposition, Advertising Federation of America, Hotel Schroeder, Milwaukee.

May 27: CBS Program Managers Clinic for Affiliates East of Denver, Waldorf-Astoria Hotel, New York.

May 27-30: 12th Annual Meeting of Canadian Assn. of Broadcasters, Chateau Frontenac, Quebec, Que.

June 1: Oral Arguments on transfer WINS to Crosley Corp., FCC Hqtrs., Washington.

June 3: NARBA Engineering Committee Meeting, FCC Hqtrs., Washington.

June 3: Opening, Summer Term, The National Academy of Broadcasting Inc., Washington.

June 3-5: Second Annual Regional Clinic, CBS Western Division Stations, Hollywood.

June 4-Aug. 3: Fourth Annual Summer Radio Institute, conducted by NBC Hollywood and U.C.L.A.

June 5: Meeting of Public Advisory Committee of the Advertising Council, Waldorf-Astoria Hotel, New York.

June 5-7: NAB Sales Managers Executive Committee, Washington.

June 6-7: NBC Central Area Affiliates Meeting for Program and Production Managers, Chicago.

June 11-13: 22d Annual Convention, Radio Manufacturers Assn., Stevens Hotel, Chicago.

June 12: American Television Society, Annual Awards Meeting, Barbizon Plaza Hotel, New York.

June 15-16: Annual Conference, 1st District NAB Women Directors, Hotel Wentworth-by-the-Sea, Portsmouth, N. H.

June 20-22: National Industrial Advertisers Assn. Convention, Hotel Claridge, Atlantic City, N. J.

(FCC Hearing Schedule This Week, see FCC Actions Page 93)

TECHNICAL

PAUL WITTLIG, CBS studio supervisor of technical operations, has been appointed manager of technical operations at WCBW New York, CBS video station. In this capacity he will be in charge of studio, field and transmitter staffs of WCBW.

MARVIN HEDRICKS, former engineer of The Langevin Co., Los Angeles, has been added to ABC Hollywood technical staff.

RICHARD F. WILSON has joined NBC Hollywood engineering staff as vacation relief engineer. **JOHN D. McLEOD** formerly with KOH Reno, KMJ Fresno and KSD San Diego, has joined that network's radio recording department in similar capacity.

STANLEY REYNOLDS, chief engineer of Broadcasting Corp. of America, operator of KROP Brawley, Calif., has received naval ordnance award for his part in development of the proximity fuse.

FRANK FEERO, formerly of CJCH Halifax, and **DAVE McCARTNEY**, recently out of the Royal Canadian Navy, have joined CHSJ St. John, N. B., as control operators.

ROLAND H. GRAY of the WCAE Pittsburgh engineering department is the father of a girl, Virginia Louise.

R. W. ROBBINS, W. L. HILLGARTNER, J. E. SHIPP and **PAUL JOHNSON**, following release from armed forces, have returned to the technical staff of WIBC Indianapolis.

ROBERT L. ARTMAN, with Westinghouse for nine years, and **WILLIAM E. BLAINE**, released from the Army Signal Corps after overseas service in ETO and the Pacific, have been added to the engineering staff of WOWO Fort Wayne, Ind.

Taxi Radio Grants

GRANTS for 38 taxicab companies to construct stations in the Class 2 experimental service for development of taxicab dispatching systems were announced by FCC last week. Grantees will have one land station each, with mobile units ranging from two to 100. FCC also announced that an automobile rental firm in Cambridge, Mass., U-Dryvit Auto Rental Co., had been authorized to build three mobile units for installation on trucks leased to private carriers, to be used in developing a dispatching system in the highway mobile service.

Program Saluted

FEATURE stories on the "Youth Speaks" program of WIS Columbia, S. C., are in current issues of Senior Scholastic and World Week magazines.

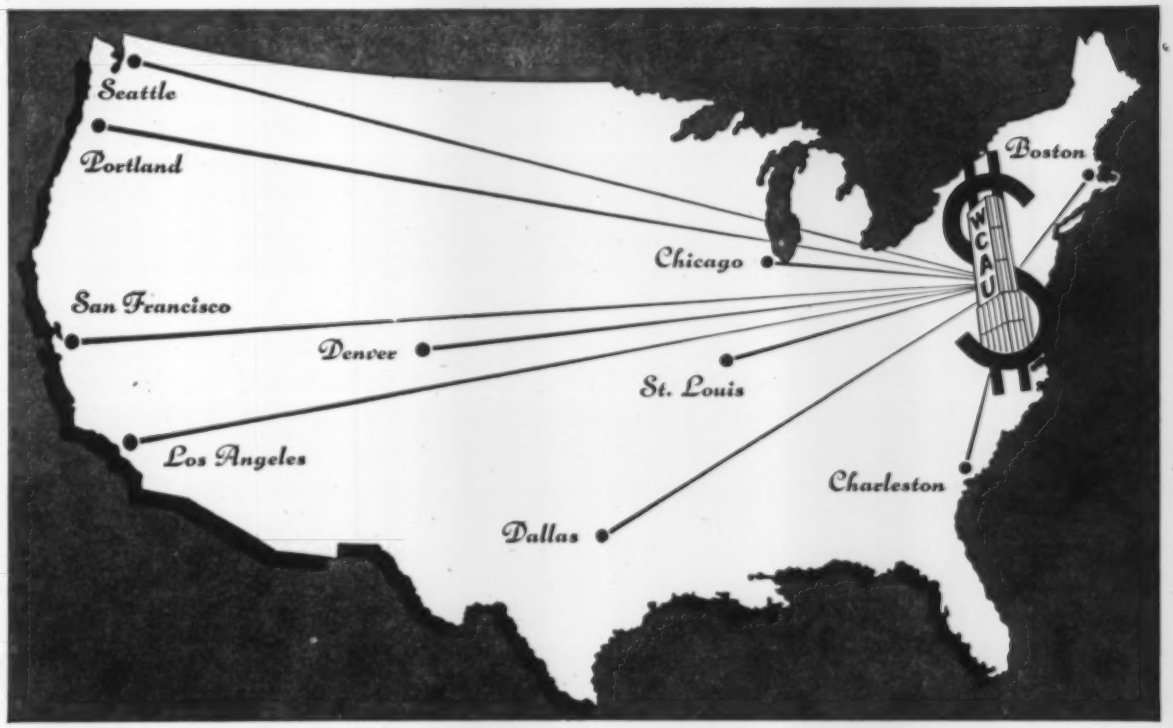
HONOLULU KGU

FOR FULL COVERAGE OF HAWAII

N. B. C. IN THE PACIFIC SINCE 1931

Affiliated with THE HONOLULU ADVERTISER

Represented by THE KATZ AGENCY, INC.



MORE NATIONAL SPOT DOLLARS* ARE INVESTED ON WCAU THAN ANY OTHER PHILADELPHIA STATION

Here is coast-to-coast recognition . . . among all kinds of national advertisers buying local broadcasting in Philadelphia . . . that WCAU is Philadelphia's best radio "buy". No matter where *you* are: if you want to sell Philadelphia, *you want WCAU.*

*Local Philadelphia firms also spend more of their advertising dollars on WCAU than on any other Philadelphia radio station.

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA
WCAX BURLINGTON
VERMONT'S
ONLY CBS
STATION
1000 WATTS • FULL TIME

FIRST AGAIN!
For the *third* successive year, LONG BEACH is first in the nation in Per Capita Effective Buying Power—$2,160.00* per capita *after taxes!*
KGER
Long Beach—Los Angeles
Merwin Dobyns Station
5,000 Watts—Full Time
National Representative:
Jos. Hershey McGillvra, Inc.
New York Chicago San Francisco
Los Angeles
**Copyright 1946, Management Survey of Buying Power; further reproduction not licensed.*

WJTN
JAMESTOWN, N. Y.
Voice of the rich Chautauqua Region
Represented by
RAMBEAU
ABC NETWORK

By actual survey
TORONTO'S
MOST LISTENED-
TO STATION
DIAL 580
CKEY
TORONTO

News

JOHN THOMPSON, an NBC Central Division news editor since 1937, has been appointed manager of the news and special events department at KPO, NBC outlet in San Francisco. Mr. Thompson replaces **BERT SILEN** who returns to Manila, P. I., to resume operation of KZRH [BROADCASTING, April 23].

JOHN R. FAHEY, now on terminal leave from the Army following more than four years of service, has returned to his duties as news editor of NBC Central Division news and special events department. **GEORGE FABER**, temporary wartime replacement on the news staff, has resigned.

BACK IN HARNESS, Bill Day (l), former AAF lieutenant and now sports announcer of KOA Denver, interviews Lt. Steve Hilgen, B-24 navigator on the latter's sport experiences while a prisoner of war at Stalag Luft One, near Barth, Germany.

HENRY O. WEFING, former night news editor of CBS, has been appointed assistant director of news broadcasts, replacing **WELLS (Ted) CHURCH** who became acting director of news broadcasts succeeding **PAUL WHITE**, resigned [BROADCASTING, May 13].

BOB GARRED, CBS Hollywood newscaster, has been signed to narrate two MGM travelog short films.

RON COOK has joined CKOC Hamilton, Ont., as sports announcer. He has been with stations in Western Canada and has been on the CBC weekly "Sports College" program from Toronto.

PAT TWEEDIE, formerly of the St. John Telegraph Journal, has joined CHSJ St. John, N. B., as news editor. Paper and station are under same management.

H. R. BAUKHAGE, ABC commentator, will receive a citation from the Alumni Association of the U. of Chicago at a reunion on campus June 8. Citation describes Mr. Baukhage as one of the college's "worthy alumni who have accepted the privileges of a university education by assuming the obligations to society to exercise leadership in those civic, social and religious activities so essential to a democracy."

JOE WILLS, formerly with KFJZ Fort Worth and the Texas State Network, has joined the WOAI San Antonio news staff. **RAYMOND BRIED**, previously with the "San Antonio Light," is also added to WOAI news staff.

K. D. WILLINGHAM, Travis County (Tex.) farm agent during the war, has been appointed farm editor of KTBC Austin, Tex.

Mr. Willingham

W. W. CHAPLAIN, NBC correspondent, May 21 covered the World Conference for Unification of Regulations for Commercial Aviation, held in Montreal.

ALLEN WARD, former newscaster with WQXR New York; **JERRY CARR**, former news editor at WINS New York, and **HAROLD TERKELL**, previously on the news staff of KDKA Pittsburgh, have been added to the news staff of WLIB New York. Effective May 20 station WLIB increased newscast schedule to 14 daily, presenting 10 minutes of news each hour on the hour. Station has added AP news wire to supplement its AP and UP radio wires.

KING HARMON has been appointed sports editor at KUTA Salt Lake City.

CHARLES W. (Bill) ROBBINS has returned to the newscasting staff of WCKY Cincinnati after duty as Army sergeant in the Pacific and Japan. He supervised programs by Japanese-speaking members of the Army unit on the networks of the Broadcasting Corporation of Japan.

HARRY L. REINHARD Jr., not Ted Reinhart as incorrectly reported May 20, has been succeeded at WCAU Philadelphia as news editor by **WILLIAM FERGUSON**. Mr. Reinhard is chief of the radio division of Veterans Administration Branch Office No. 3, Philadelphia.

CHUCK FOSTER, a B-24 pilot in ETO for three years and formerly with KIT and KTYW Yakima, Wash., has been added to the news staff of KGW Portland, Ore.

BILL PRANCE, for six years farm editor of WSB Atlanta, Ga., has resigned to attend his newly purchased farm in northern part of the state. Mr. France recently returned to the station after Army service in Europe.

MARSHALL FORMBY, former member of the Texas Legislature and owner-editor of his own paper in Plainview, Tex., has been added to the news staff of KTBC Austin. He is handling night news wires and is also attending U. of Texas under G.I. Bill of Rights.

HARRISON COLSON, manager of the St. Joseph, Mo., studios of KVAK Atchison, Kan., before entrance into the armed forces, is now news commentator at WHAS Louisville. May 3 Mr. Colson married Marie Shelton of Waco, Tex.

CY CASPER, southwestern athlete and sportscaster for 15 years, has been named chief sports announcer at WKY Oklahoma City. Formerly with KMOX St. Louis and KTSA San Antonio, Tex., Mr. Casper for WKY is presenting two five-weekly sports programs and also will broadcast entire schedule of Oklahoma Agricultural and Mechanical College.

Mr. Casper

STANLEY PRENTISS has been appointed night news editor of WTOP Washington. New addition to WTOP news staff is **JOHN ADAMS**, veteran CBS newsman.

BOB PROVENCE, newscaster of WCKY Cincinnati, is the father of a boy born May 15.

BILL STERN, NBC director of sports, has received the U. S. Treasury Dept. Silver Medal Award for services in behalf of the various war loan drives.

PAUL MANNING, head of his own New York production firm and former commentator for Sperry Corp., has received official commendation from the Secretary of the Navy for his broadcasts from the Pacific as accredited Navy war correspondent. Mr. Manning covered both the German and Japanese surrender ceremonies.

DAVE PICKARD, bomber pilot of the RCAF, joins CHSJ St. John, N. B., as sportscaster.

KATHERINE CLARK, commentator for WCAU Philadelphia, is en route to Italy accompanied by her son Sandy to visit her husband, Edward Clark of the UP Rome bureau. Mrs. Clark will return to the U. S. for several months of rest in accord with doctor's orders. Sandy is to remain with his father.

JIMMY MATTHEWS, announcer at WMAZ Macon, Ga., has been transferred to station's local news staff. **BEN CHATFIELD**, former editor of The Daily Pacifican, Army paper in Manila, and later Tokyo correspondent for that paper, has been named WMAZ sports editor. He also serves on station's local news staff.

CLIFTON UTLEY, NBC news commentator heard from NBC Central Division, Chicago, June 16 will receive the honorary degree of humane letters from Illinois College at commencement exercises at Jacksonville, Ill. Degree will be conferred on Mr. Utley for his interpretation of foreign affairs.

CHARLES COLLINGWOOD, CBS correspondent, leaves New York's Little Church Around the Corner with his bride, the former Louise Allbritton, motion picture actress, following their recent marriage.

EXPAND NEWSCASTS BECAUSE OF STRIKE

NEWSPAPER delivery truckmen strike in Philadelphia, tying up the *Inquirer*, *Record* and *Evening Bulletin* flooded Philadelphia stations with requests for time, and caused stations to expand news broadcasts by six to ten additional news periods daily. Athletic organizations, department stores and theatres joined with newspapers in buying all available time.

KYW arranged with the *Record* and *Inquirer* to bring comics to listeners, and greatly expanded schedule of news and sports broadcasts. The Phillies, National League Athletic Club, bought five station breaks on KYW over the week-end of the 18th, and Warner Bros. took four breaks and one announcement for the same period.

WPEN revised its news schedule to carry occasional half-hour resumes, in addition to hourly newscasts. Principal accounts were amusement and retail organizations. WFIL augmented its news coverage and set up a telephone information center to give the public information normally found in the columns of the papers on strike. Sports led in the number of questions per subject, with general news, amusements, comics, stocks, weather, classified ads, churches and ship news following in order.

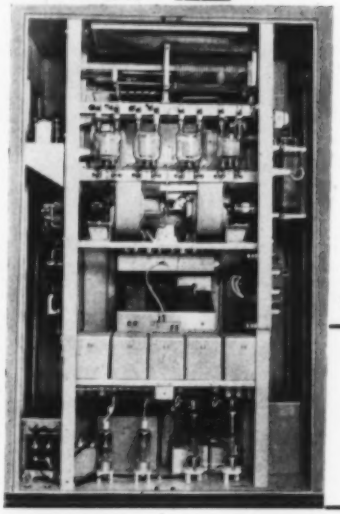
"We now interrupt this program on WFDF Flint to introduce our guest star to an old obligation."

External Beauty FOR "SHOWMANSHIP"

It will grace any 1000-Watt Broadcasting Station!

Expertly Engineered "Internally" for Performance

THE Gates 1-KILOWATT TRANSMITTER— Has Everything!



...“oomph” and showmanship—thanks to good designing—that makes your station “super” in appearance and impression. But here beauty is more than skin deep. This Unit is engineered for super performance also. A peek inside reveals those modern circuits and mechanical improvements that make the statement, IT HAS EVERYTHING a “built-in” fact. **Write for complete specifications.**

NEW YORK OFFICE:
9th Floor • 40 Exchange Place

GATES RADIO CO.
QUINCY, ILLINOIS

SOLD IN CANADA BY:
Canadian Marconi Co., Ltd., Montreal

Exclusive Manufacturers of Radio Transmitting Equipment Since 1922

CONDENSED SPECIFICATIONS

FREQUENCY RANGE: 530 to 1600 K. C.

FREQUENCY STABILITY: Plus or minus 10 cycles maximum.

POWER OUTPUT: 1000 Watts. May be operated as 500 Watt Transmitter. Power reduction for night operation may be incorporated to suit requirements.

POWER SUPPLY: 230 Volts, 60 cycles, single phase —Regulation not to exceed plus or minus 3%.

FREQUENCY RESPONSE: Within 1½ DB. from 30 to 10,000 cycles.

DISTORTION: Less than 3% from 50 to 7500 cycles. 0-95% modulation.

NOISE LEVEL: 60 DB. below 100% modulation.

Washington Favorites

WMAL and ...

TRAFTON ROBERTSON

Genial Emcee

of two of Washington's most popular programs

TOWN CLOCK

7 to 9 A.M.—MON. thru SAT.

and

MUSIC BOX

1:30 to 2:15 P.M.—MON. thru FRI.

A personality in the warmest sense of the word has made him practically a member of Washington households. And a sincerity that is potent, sales-wise, has kept a waiting list of smart advertisers for both his programs.

The Evening Star Station

WMAL

630 on the dial

in WASHINGTON, D. C.

AGENCIES

FRED M. STOUTLAND, returned from the AAF and formerly with Lennen & Mitchell, New York, has joined the radio timebuying staff of BBDO, New York. **THOMAS P. COYLE**, released from the Army and formerly with Blaine Thompson Co., New York, has joined the radio publicity staff of BBDO.

CHARLES HUTAFF, discharged from the service, has joined the creative staff of Fuller and Smith and Ross, New York.

RALPH C. TANNER, formerly with Pratt & Whitney, New York, has joined the production staff of John A. Cairns & Co., New York.

BOB McINNES, radio executive of Wade Adv., Los Angeles, and Mrs. McInnes are in New York for two weeks on personal business.

BERNARD DOUGLAS, vice president of Foote, Cone & Belding, New York, and executive on Bourjois account, is in Hollywood to discuss fall plans of CBS "Tony Martin Show," with **BURT OLIVER**, agency local manager, and **ARNOLD MAGUIRE**, program producer.

SHOWALTER, SINGER and TISCHLER Adv., newly formed Hollywood agency, has established offices at 1980 Hillhurst Ave. Telephone is Normandy 1-1126. Firm is headed by **DAVID R. SHOWALTER**, former Los Angeles manager of Gerth-Pacific Adv.; **LOURIS K. TISCHLER**, former advertising manager of J. W. Robinson Co., Los Angeles department store, and more recently account executive with Jere Bayard & Assoc.; and Phillip Singer, manufacturer and former partner in Singer Steel Co.

RUSS JOHNSTON, vice president in charge of radio for McCann-Erickson, currently in Hollywood, has bought a Vultee B-T 13 plane which he'll personally fly to New York in early June.

DAVID K. ORTHWEIN, former account executive with Compton Adv., New York, has been appointed account executive with Geyer, Cornell & Newell, New York.

KENNETH T. DUNNING, discharged from the Army Airborne glider-troops, has rejoined production staff of John A. Cairns & Co., New York.

CLARK C. HANDLEY, assistant account executive; **CHRISTOPHER W. CROSS**, production department; **NEVILLE MAINGUY**, copywriter, and **JAMES J. WEST**, production department, are veterans who have returned to the New York staff of Albert Woodley Co. Returned to agency's New Haven office is **KENNETH H. DOWER**, copywriter.

CHARLES R. TANTON, merchandise account executive; **FRANCES TAYLOR**, copy chief; **BERGIT REDMOND**, copywriter; **TRUDY BACH**, fashion account executive, and **ELLIOT GREENFIELD**, director of research, are new appointments made by Norman A. Mack & Co., New York.

LEO P. BOTT Jr. has joined Holder Morrow Collier, Chicago, as account executive.

UNITED AGENCY, Portland, Ore., agency headed by **LINTON J. SAWYER**, is now located at 415 Postal Bldg. Telephone: Beacon 4514. Firm also handles packaged shows, merchandising and publicity as well as agency and station representation.

MERRITT WILEY, discharged from Navy, has joined The Tullis Co., Los Angeles, as radio department account executive.

SOPHIE JAKOBSEN, formerly production manager of Brisacher, Van Norden & Staff, San Francisco, has shifted to Abbott Kimball Co., that city.

HARRY BURTON has replaced **RALPH B. CALKINS** as manager of McCann-Erickson, Portland office. **KENNETH JONES**, released from armed services, has rejoined agency and is assigned to Portland staff.

CHARLES A. MOTTL, formerly with Western Business Papers, Los Angeles, has joined The Shaw Co., Los Angeles agency, as production manager.

ADRIAN R. MacFARLAND, formerly West Coast sales manager of Uarco Inc., has joined George A. Cummings Adv., Oakland agency, as account executive.

ALLISON-KAUFMAN Co., Los Angeles (diamond rings), has appointed Hillman-Shane Adv., Los Angeles, to handle national advertising.

DON CLARK and **HARRY MAYNARD**, Hollywood production chief and talent buyer respectively of BBDO, will confer with home office executives on programs to originate from the West Coast during New York meetings in early June.

GORDON KEEBLE, announcer of CJBC Toronto, is joining F. H. Hayhurst Co., Toronto, as radio director effective June 15.

JACK VAN NOSTRAND, New York, head of Ruthrauff & Ryan radio department, is in Hollywood to discuss fall programs.

PAUL RICKENBACHER, former executive of Foote, Cone & Belding, New York, and prior to that with Young & Rubicam, is in Hollywood.

R. E. (Joe) MESSER, for more than 12 years general manager and time-space buyer of Raymond R. Morgan Co., Hollywood, has resigned. **RUTH JOHNSON**, along with her duties as production manager, has taken over agency time-space buying assignment.

GENE POWERS, copy chief of Raymond R. Morgan Co., Hollywood agency, is the father of a girl born May 13.

EDWARD G. WILSON, for three years with the Navy, has returned to J. Walter Thompson Co., New York, as general counsel.

ARTHUR J. LEVY, former vice president of W. B. Doner & Co., Detroit, has been appointed account executive in charge of retail advertising for Norman D. Waters & Assoc., New York.

BEATRICE POLAN, formerly in the advertising department of Consolidated Edison Co., New York, has been appointed copy chief of Rodgers & Brown Adv., New York.

WALLACE A. RIDDELL, released from the Navy, has joined John H. Hoefer & Co., San Francisco, as production manager.

TOM LEWIS, vice president in charge of radio for Young & Rubicam, is in New York for two-week conferences concerning fall program plans. He returns to Hollywood June 8.

JOSEPH CESARE, vice president, secretary, in charge of media and production, and traffic coordinator of Hill Adv., New York, for three years, has resigned effective June 1.

RUSS JOHNSTON, vice president in charge of radio for McCann-Erickson, New York, is in Hollywood to personally supervise cut-ins of Raymond Massey, film and stage star, on weekly NBC "Harvest of Stars." Mr. Massey is in Hollywood for several weeks to fill motion picture commitments.

THOMAS H. MORIARITY, copy chief, and **JOSEPH A. KENNEDY Jr.**, art director, have purchased stock interest in Ryder & Ingram, Oakland, Calif., agency, according to **ROSS H. RYDER**, president.

WILLIAM ADAMS has shifted from J. Walter Thompson Co. Chicago copy staff to Los Angeles office, and is assigned to Douglas Aircraft account.

HARRY E. FOSTER AGENCIES, Montreal, has moved to larger quarters in the Sun Life Bldg.

HUBBELL ROBINSON, vice president and national radio director of Foote, Cone & Belding, is in Kansas City this week to conclude details of summer replacement for the Hall Bros. "Readers Digest Radio Edition," Sun. 2-2:30 p.m. on CBS.

EMERSON FOOTE, president of Foote, Cone & Belding, New York, will be in San Francisco this week to attend a partner's meeting.

HAL SHORT, partner in Short and Baum Adv., Portland, Ore., has been elected to the board of governors of the Oregon Chapter of the American Association of Advertising Agencies.

JO ANN MUNSON has been added to the copy staff of Goldman and Gross, Chicago. She previously had been with the Chicago offices of Campbell-Mithun and Ruthrauff and Ryan.

JOINING forces to form their own Seattle radio advertising agency, Hiddleston, Evans and Merrill, are (l to r): Grant Merrill, secretary-treasurer; Joseph F. Hiddleston, president, and John Rhys Evans Jr., vice president. Mr. Merrill is former production manager of Allied Advertising Agencies, Seattle. Mr. Hiddleston has been sales manager of KIRO Seattle for four years and Mr. Evans for two years has been account executive with that station. Agency is at 403 Douglas Bldg.

CAB PLACES McGEE FIRST, HOPE SECOND

LATEST COOPERATIVE Analysis of Broadcasting survey listed *Fibber McGee & Molly* as the leading nighttime program, with Bob Hope in second place and Red Skelton in third.

Average popularity rating for 146 sponsored nighttime programs was 8.1, a decrease of .3 from the previous report, but the same as a year ago. Average percentage of sets-in-use from 6 to 10:30 p.m. was 23.6, down 1.1 from the last report and down 2.9 from a year ago. Sets-in-use from 10:30 to 11:30 p.m. was 18.3, up 1.8 from the last report and up .4 from a year ago.

Leading nighttime programs were *Fibber McGee & Molly* 21.3, Bob Hope 21.2, Red Skelton 18.5, *Lux Radio Theater* 18.2, *Charlie McCarthy* 17.5, *Mr. District Attorney* 16.3, Walter Winchell 16.2, Bing Crosby 15.8, Fred Allen 15.7, *Amos 'n' Andy* 15.6, *Screen Guild Players* 15.3, Jack Benny 15.2, *Sealtest Village Store* 14.3, Eddie Cantor 14.1, *Truth or Consequences* 13.6, *People Are Funny* 13.5, *Kay Kyser* 13.1, *Take It or Leave It* 13, *Life of Riley* 12.5 and *A Date With Judy* 12.4.

CHNS

HALIFAX NOVA SCOTIA

A **CAPITAL** Station

In A **CAPITAL** City gets

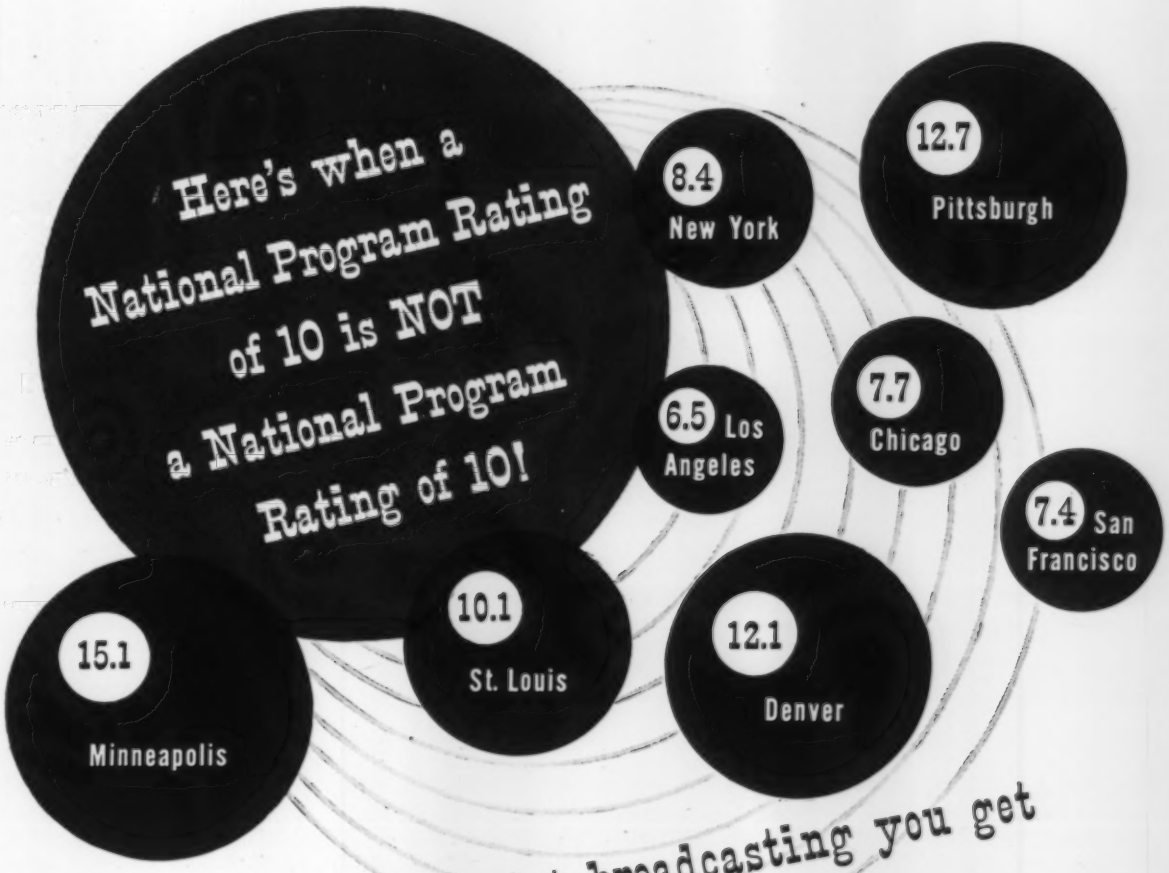
You **CAPITAL** Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York.

P.S. We'll soon have our 5000 Watt Transmitter in operation!


Here's when a National Program Rating of 10 is NOT a National Program Rating of 10!
8.4 New York
12.7 Pittsburgh
6.5 Los Angeles
7.7 Chicago
7.4 San Francisco
15.1 Minneapolis
10.1 St. Louis
12.1 Denver

With flexible spot broadcasting you get top ratings in all markets!

● Oftimes advertisers are lulled into a sense of false security by sweet sounding national ratings. But a market-by-market study often reveals serious weaknesses. Audiences in choice markets are *down* . . . advertising costs in relation to sales are *up!*

● It's then that many turn to *flexible* Spot Broadcasting! And by buying the *best* times (either programs or announcements) on the *best* stations regardless of network affiliation, they quickly bring campaigns into balance—harvesting the rich markets, bolstering the weak ones, using the most effective copy appeals in all.

● Perhaps Spot Broadcasting can do as much for you. A John Blair man can tell you how this powerful medium is used to solve the toughest advertising problems. Call him today. He's a radio expert who knows markets and merchandising . . . a good fellow to meet.

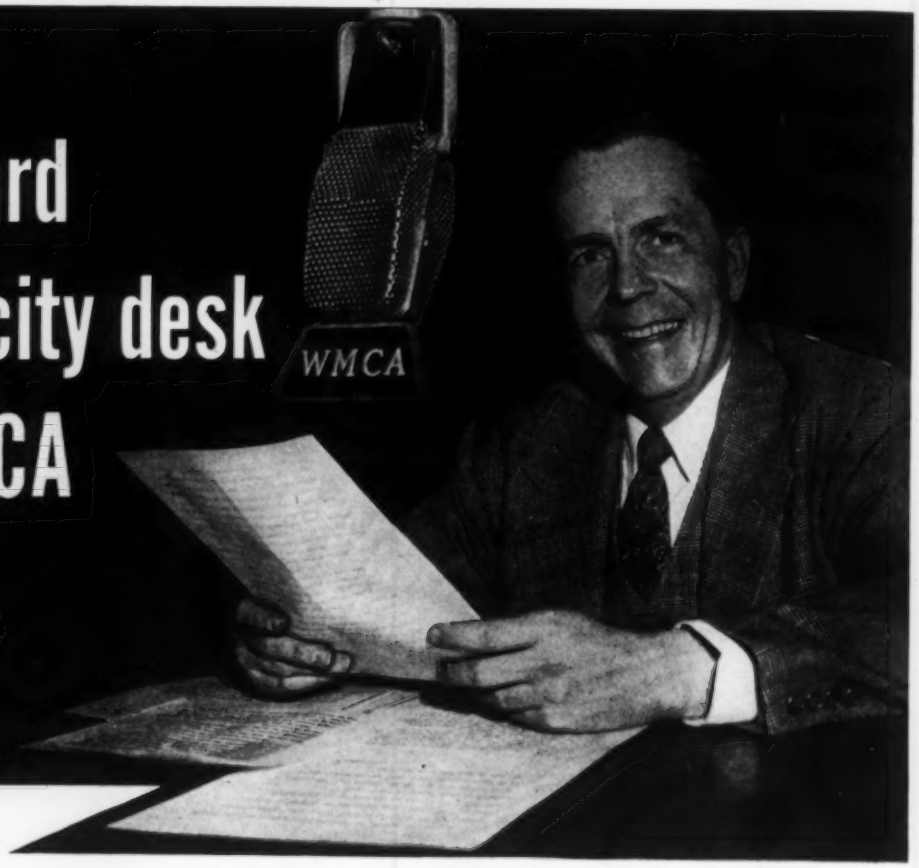
JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

Don Goddard shifts his city desk to the WMCA newsroom



DON GODDARD has served New Yorkers his special edition of the daily news with breakfast and lunch for nearly a decade. From world-moving news events right down to the weather forecast, GODDARD's reports carry that personal touch which has endeared him to hundreds of thousands of loyal listeners. Charm, sincerity, straightforwardness and a nose for *local* news—all have developed the program and its reporter into an institution in New York radio.

For the past eight years, the GODDARD "newsroom" has operated from a key network station. Now, he's moved his city desk over to WMCA, broadcasting the noontime news at 12:30 p.m. Monday through Saturday. A flood of congratulatory mail tells us that his huge audience is moving right over with him. So, too, are his sponsors!

Among GODDARD's many sponsors (he was booked continuously those eight years) is the Manhattan Soap Company. GODDARD broadcast under Manhattan's banner for the past six years; Manhattan has such confidence in his salesmanship that they immediately signed up for half of his new WMCA series. This leaves three broadcasts a week still available—an outstanding name on the right station at the right time with top-flight "sponsor references".

Details on this important addition to WMCA's extensive news service are awaiting you, as always, at the WMCA Sales Office or Weed & Company.

wmca

first on New York's dial
first with New York's news

➡ AMERICA'S LEADING INDEPENDENT STATION

PRODUCTION

HARVEY TWYMAN, radio director of Robert F. Branch Inc., New York, has joined the Omaha World-Herald radio department as program director for new FM station to go on the air in June. Mr. Twyman, a former U. S. Coast Guard radio correspondent, was newsman with KOIL Omaha and KFJB Marshalltown, Iowa, before going into service.

FIELDEN FARRINGTON, CBS announcer is author of "The Big Noise," book published last week by Crown Publishers, New York ($2.50).

RAY PERKINS, former network m.c., announcer and performer who entered the Army as reserve officer in August 1940, has joined KFEL Denver. In addition to other duties he will conduct new local program. Mr. Perkins was released from service as colonel and was awarded the Bronze Star Medal for conspicuous service in Italy.

Mr. Perkins

ARTHUR L. MARTIN, former program director of WIZE Springfield, Ohio, has been appointed program consultant for WING Dayton, Ohio. He will have complete charge of correlating all public interest programs, will make a daily analysis of the program logs and make recommendations for improvement of program structure.

LEE SAUNDERS, program director of KGVO Missoula, Mont., has been appointed a director of the western Montana Press-Radio Club. He will serve as club secretary.

BOYNE JOHNSON has returned to the continuity department of CJOC Lethbridge, Alta., after spending the past year at the University of Alberta, and ANNE TESSERI, journalism graduate of Mount Royal College, Calgary, Alta., has joined the continuity department of CJOC. GORDON BAINE has joined the announcing staff as summer relief announcer.

ARTHUR PHELPS has been appointed general supervisor of CBC International Shortwave Service, Montreal. He will continue to head the United Kingdom section of the CBC International Service.

HELEN BESSEY and DOROTHY ROBB have joined the production department of CBL and CJBC Toronto.

RALPH FLITTON, discharged from the Royal Canadian Navy, has joined the announcing staff of CBH Halifax.

STANLEY DAVIS, writer on NBC "Duffy's Tavern," following recent heart attack, will take a prolonged rest from his Hollywood program duties. He is convalescing at home.

WALTER T. JAMOND, veteran of Army Special Service Forces in the Aleutians, has been added to the announcing staff of KGW Portland, Ore. He formerly had been with WNYC and WINS New York.

DONN BENNETT has resigned from the production staff of KYW Philadelphia to freelance. He will continue to m.c. hour-long "Valley Forge Caravan" six nights weekly on station.

JACK GWYN, released as ensign from the Navy after overseas duty, has been added to the announcing staff of KTBC Austin, Tex. Senior Announcer JOE PHIPPS has been promoted to assistant program director and production manager.

BILL CLOSE, former announcer at WAIT Chicago, has joined KOY Phoenix, Ariz.

BILL MEZGER, m.c. of "The Missus Goes a-Shopping" on WEEI Boston, has been invited to entertain the Massachusetts Retail Druggists Assn. which convenes in Boston June 18.

JON DUFFY, former chief announcer at KALL Salt Lake City, has been named to that post at KUTA Salt Lake City. He is former program director of WNOE New Orleans. HARRY WARREN, former chief announcer at KDYL Salt Lake City, has been appointed KUTA production manager. MILDRED BAKER, previously production manager at KDYL, is new addition to the KUTA continuity staff. New announcers are BOB FORBES, formerly with WWNC Asheville, N. C., and GIL HENRY, previously with KVCV Redding, Calif.

MURRAY FORBES, who portrays Willie Fitz on NBC "Ma Perkins" drama series, is author of "Hollow Triumph," psychological novel published May 20 by Ziff-Davis Publishing Co.

GLADYS WEBSTER, West Coast radio personality, has been named to conduct the "Tele-Test" program of WCAU Philadelphia.

FAHEY FLYNN, released from the Navy air corps as a lieutenant, has returned to the announcing staff of WBBM Chicago. He is last of WBBM veterans to rejoin station.

GEORGE TOMLINSON, formerly with WDRC Hartford, Conn., joins announcing staff of WMAN Mansfield, Ohio.

PHIL BOOTH, director; GILL FATES, assistant to Acting Program Director BEN FEINER; STEVE MARVIN, assistant director, and BOB WOOD, supervisor of operations, have returned to the television staff of CBS and WCBW New York following release from the armed forces.

JAMES NEU returns to the legal department of CBS after three years of service with the Army. RICHARD ERSTEIN returns to CBS as a producer after four years in the Navy. He is producing "Women's Club."

EDGAR BERGEN, star of weekly NBC "Chase & Sanborn Show," is the father of a girl.

ELIZABETH CHAPIN has replaced Beverly Worth as "Sally Spinner," m.c. of weekly "Sewing School of the Air" on KMPC Hollywood.

MARLOWE HALL, former fashion director of Lamont-Clemons Films, Hollywood, has joined WCBW New York, CBS television station, as an assistant director. During her affiliation with Lamont-Clemons, Miss Hall did a series of 10 fashion films for Burlington Mills, Raleigh, N. C.

BILL RING, veteran announcer-producer at KWTO Springfield, Mo., has been appointed production manager and m.c. of "Korn's-A-Krackin'," KWTO Saturday night origination for MBS.

R. J. MORRIER, program director of CJCH Halifax, has joined CJAD Montreal in a similar capacity.

BARBARA SMITH and RUTH CROSBIE have joined the production staff of CHSJ St. John, N. B. FOSTER MARR, released from the Canadian Army after overseas service, has joined the announcing staff of CHSJ as has BERT WOOD, also Canadian Army veteran.

BARCLAY ALLEN, former musical director of KLZ Denver, has joined KLAC Hollywood in similar capacity replacing PAUL HENDRICKSON.

BOB VAUGHN, formerly with KLO Ogden, Utah, has joined the announcing staff of KIDO Boise, Idaho.

DICK NOBLE, released from the Navy as a lieutenant (j.g.) after over two years of service, has returned to NBC Central Division announcing staff. Mr. Noble was with NBC for three years prior to joining the Navy.

ALICE BOX, assistant to Dorothy Brown, ABC Western Division head of continuity acceptance, is in New York for a week to discuss establishment of Hollywood writers' rights office. Following two weeks' vacation in Chicago she returns to Hollywood.

ARTHUR VAN HORN, civilian producer of AFRS "Command Performance," has resigned after two months in that capacity. Before separation he was G.I. producer.

BILL KELSO, record m.c. of KFWB Hollywood, has resigned.

TED STEELE, musical director of KMPC Hollywood, has resigned effective June 1 to tour with his own orchestra.

LES DAMON, after several years in the service, has resumed role of Dick Campbell in "Right to Happiness," Monday through Friday 3:45-4 p.m. on NBC.

STAN HAMILTON, former control operator of CKEY Toronto, has been moved to the library along with RUSS GARISON, new to radio.

LOUELLA PARSONS, featured in her own weekly ABC Hollywood film chatter program, is recovering from a serious operation performed May 14 at Good Samaritan Hospital, Los Angeles. During her convalescence her daughter, Harriet, is handling program.

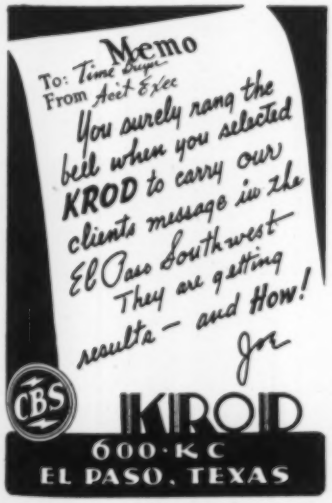
WPTF Raleigh, N. C., producer, Warren Barfield (l), first veteran to return to the program department, goes over script with Phil Ellis, most recent veteran to return, just before latter's first return air appearance. Exactly six years ago to the day Mr. Ellis started announcing at WPTF and his first assignment was putting Mr. Barfield on the air as the "Voice in the Old Village Choir." Mr. Ellis is now senior announcer at the NBC affiliate.

Youth Mayor

FORMER office boy at CKAC Montreal before entering Canadian Army for two years of service overseas, Jean Belanger returned to Canada in time to become Youth Mayor of Montreal during the city's Youth Week. His official duties included numerous public appearances, receptions and participation in first annual flower parade.

FCC Meets Thursday

CHANGE of the weekly meeting day of the FCC from Wednesday to Thursday, effective June 1, was announced by the Commission last Wednesday. The sessions, en banc, start at 10:30 a.m. FCC sources said the change would permit speedier handling of matters received late in the week by allowing an extra day for processing.


Memo
To: Time Buyer
From Acct Exec
You surely rang the bell when you selected KROD to carry our clients message in the El Paso Southwest They are getting results — and How!
Joe
CBS
KROD
600 KC
EL PASO, TEXAS

JUST FOR THE LADIES

Between the washing of the lunch dishes, and the peeling of the 'spuds' for the family dinner, that "let down" period of the afternoon when my lady, the housewife, is beginning to wonder if the home is worth the effort, there comes a program over KFI that is designed to work miracles for feminine spirits through a daily fifteen minutes of entertainment. Known as "LADIES DAY," this program airs Monday through Saturday at 4:00 p.m. (½ hour on Saturdays) and stars three talented males who entertain their large woman audience as jolly good friends and first class performers. Their names? Of course. Bill Stulla emcees "LADIES DAY" and provides the impersonal but intimate patter. The young tenor, Bill Shirley sings a song or two from an amazing repertoire that includes all the popular ballads and many a classic . . . and Bob Mitchell, the noted organist-pianist, ties everything together with the most listenable sort of music.

All in all, "LADIES DAY" is a new high in local programming which can be considered by advertisers on an announcement basis. Business is already good on this program but there's now room for one more announcement. Contact KFI Sales or Edward Petry Co. for further information.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

ACTIONS OF THE FCC

MAY 17 to MAY 23

Decisions . . .

MAY 17

BY COMMISSION EN BANC

Video—44-50 mc

Worcester Telegram Publishing Co. Inc., Worcester, Mass.—Granted CP for new commercial television station; channel 5, 44-50 mc; 13.6 kw visual power; 10.8 kw aural power; antenna height: 772 ft.

Video—54-60 mc

Raytheon Mfg. Co., Waltham, Mass.—Granted CP for new commercial television station; channel 2, 54-60 mc; visual power: 146.08 kw; aural power: 30.70 kw; antenna height: 373 ft.

Video—198-204 mc

The Outlet Co., Providence, R. I.—Granted CP for new commercial television station; channel 11, 198-204 mc; visual and aural power: 50 kw; antenna height: 420 ft.

Video—54-60 mc

The A. S. Abell Co., Baltimore—Granted CP for new commercial television station; channel 2, 54-60 mc; visual and aural power: 17.1 kw; antenna height: 397.4 ft.

Video—66-72 mc

National Broadcasting Co. Inc., Cleveland—Granted CP for new commercial television station; channel 4, 66-72 mc; visual power: 19 kw; aural power: 19.5 kw; antenna: 568 ft.

Video—60-66 mc

Havens & Martin Inc., Richmond, Va.—Granted CP for new commercial television station; channel 3, 60-66 mc; visual power: 12.16 kw; aural power: 6.4 kw; antenna height: 465.0 ft.

Video—76-82 mc

KSTP Inc., St. Paul, Minn.—Granted CP for new commercial television station; channel 5, 76-82 mc; visual power: 13.68 kw; aural power: 6.48 kw; antenna: 547.1 ft.

Video—54-60 mc

Intermountain Bcstg. Corp., Salt Lake City, Utah—Granted CP for new commercial television station; channel 2, 54-60 mc; visual power: 13.2 kw; aural power: 7 kw; antenna: 542.4 ft.

Video—78-84 mc

Oregonian Publishing Co., Portland, Ore.—Granted CP for new commercial television station; channel 6, 78-84 mc; visual power: 10.0 kw; aural power: 11.2 kw; antenna: 984 ft.

Video—210-216 mc

The Fort Industry Co., Toledo, Ohio; The Toledo Blade Co., Toledo—Designated application requesting channel 13, 210-216 mc, visual power: 16 kw; aural power; 17 kw; antenna: 225 ft., for consolidated hearing with application of The Toledo Blade Co., requesting channel 13, 210-216 mc; visual power: 16.4 kw; aural: 15.6 kw.

AM—1320 kc

H. M. Suthard and P. M. Mullins, d/b as Mayfield Bcstg. Co., Mayfield, Ky.—Granted CP new station 1320 kc 1 kw, daytime.

AM—1050 kc

Mayfield Bcstg. Co. Inc., Mayfield, Ky.—Granted CP new station 1050 kc 250 w, daytime only.

AM—1490 kc

The Yankee Network Inc., Portland, Me.—Granted CP new station 1490 kc 250 w, unlimited time (Comrs. Walker and Durr voting for hearing).

AM—1490 kc

Mantee Bcstg. Co. Inc., Bradenton, Fla.—Granted CP new station 1490 kc 250 w, unlimited time.

AM—1400 kc

Norwich Bcstg. Co., a partnership, composed of H. Ross Perkins and J. Eric Williams, Norwich, Conn.—Granted petition for leave to amend application for a new station to specify 1400 kc instead of 1240 kc, 250 w, unlimited time, severance from consolidated proceeding and grant; and the Commission adopted an order granting application as amended, for a new station to operate on 1400 kc 250 w, unlimited time, subject to the applicant's filing with the Commission, within 60 days from date of action, application for modification of CP specifying a transmitter site and antenna system meeting the Commission's Standards of Good Engineering Practice, and provided further that applicant install frequency and modulation monitors of approved type when such become available, and further that the transmitter be constructed and operated in accordance with the Commission's Standards of Good Engineering Practice concerning standard broadcast stations.

AM—1240 kc

Mitchell G. Meyers, Ruben E. Aronhein and Milton H. Meyers, a partnership, Waterbury, Conn.—Granted petition for reconsideration, severance and grant of application for a new station, and adopted an order granting CP for a new station to operate on 1240 kc 250 w, unlimited time, subject to the applicant's filing with the Commission, within 60 days from date of this action, application for modification of permit specifying a transmitter site and antenna system meeting the Commission's Standards of Good Engineering Practice.

AM—1230 kc

New England Bcstg. Co., Worcester, Mass.—Granted petition for severance from consolidated proceeding and grant of application for new station, and adopted an order granting CP to operate on 1230 kc 250 w, unlimited time, subject to applicant's filing with the Commission within 60 days from date of this action, application for modification of permit specifying a transmitter site and antenna system meeting the Commission's Standards of Good Engineering Practice.

AM—1240 kc

C. A. Kaufman and John F. Clarkson, d/b as Newberry Bcstg. Co., Newberry, S. C.—Adopted an order granting petition to remove from hearing docket and grant application for a new station, and granted CP to operate on 1240 kc 250 w, unlimited time.

AM—1240 kc

KANS Wichita, Kans.—Granted consent to voluntary assignment of license (Comr. Durr voting for hearing), of station KANS from the KANS Bcstg. Co. to Kansas Bcstg. Inc., for a consideration of $400,000 (plus or minus), composed of $50,000 on deposit in escrow to be applied as liquidated damages if proposed assignee does not execute the terms of the agreement, plus $350,000 to be paid within 20 days after Commission approval.

AM—1330 kc

KFAC, Los Angeles—Granted CP to increase power from 1 to 5 kw, DA, unlimited time on present assignment 1330 kc (Comr. Durr voting for hearing).

AM—1510, 590 kc

KHQ KGA Spokane, Wash.—Adopted an order cancelling hearing on applications for renewals of licenses, removed applications from hearing and granted KHQ renewal for period ending May 1, 1949, and KGA for the period ending May 1, 1948.

AM—1380 kc

KSWO Lawton, Okla.—Granted CP to change frequency from 1150 to 1380 kc, increase power from 250 w to 1 kw, increase hours of operation from daytime to unlimited, install new transmitter and DA for day and night use, and change transmitter location.

AM—1440 kc

WSFA Montgomery, Ala.—Granted CP to increase power from 500 w to 1 kw night, and install DA for nighttime use, operating 1440 kc, 1 kw day, unlimited time.

AM—930 kc

WSAZ Huntington, W. Va.—Granted CP for increase in power from 1 kw day and night, DA at night, to 5 kw day 1 kw night, DA-N, install a new transmitter, operating on 930 kc (Comr. Durr voting for hearing).

AM—New

KNEI New Iberia, La.—Granted request to change call letters of new station from KNEI to KANE.

AM—1230 kc

Gardner Bcstg. Co., Gardner, Mass.—Adopted an order denying petition requesting that its application for a new station to operate on 1230 kc 250 w, unlimited time, be designated for hearing in a consolidated proceeding with applications of Mitchell G. Meyers, et al.

AM—1590 kc

WAKR Akron, Ohio—Denied petition requesting that its application for a CP to modify its ground system and nighttime DA be reconsidered and granted without hearing.

AM—1260 kc

Syracuse Bcstg. Corp., Syracuse, N. Y.—Adopted an order granting petition for severance of its application from the application of WLEU Erie, Pa., for CP, and granted application for a new station to operate on 1260 kc 5 kw, unlimited time, DA-N, subject to approval of proposed antenna by the CAA.

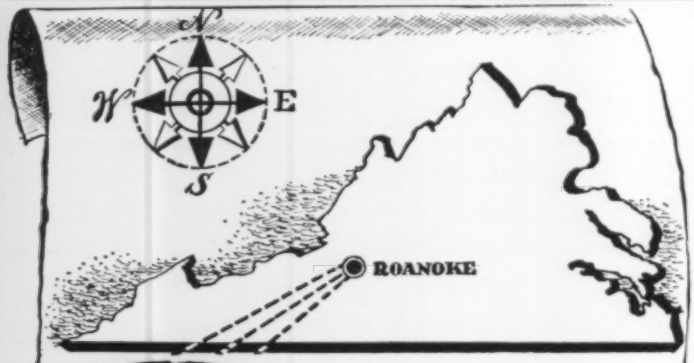
Petition

Darrold Alexander Cannan, tr/as Wichtex Bcstg. Co., Wichita Falls, Tex.—Denied petition for review by a quorum of the Commission of the ruling by the presiding officer of the motions docket on April 30 granting petition of KTOK Inc. to intervene in hearing on May 1 on application of applicant, and affirmed the action of said presiding officer.

Petition

WEAU Eau Claire, Wis.—Denied petition to remove its application for a CP to increase power of WEAU to 5 kw day and night and make changes in DA

(*Continued on page 70*)



21.6% OF VIRGINIA'S BUILDING SUPPLIES ARE SOLD TO WDBJ LISTENERS!

Over one-fifth of Virginia's *building supplies* are sold to people in WDBJ's coverage area (Roanoke and most of Southwest Virginia). Authority: 1945 Sales Management. Building supplies mean new homes, and new homes mean new furnishings—everything from furnaces to attic fans. What do *you* want to sell in Southwest Virginia?

One station and one station only—WDBJ—can introduce you to most of Southwest Virginia. Your dollar doesn't buy just part of our audience—it buys the audience! Let us tell you all the facts—or call Free & Peters.

WDBJ ROANOKE, VA.

CBS - 5000 Watts - 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *Nat'l Representatives*

CORNY?

WIBW ADVERTISERS DON'T THINK OUR METHODS OF SELLING TO FARMERS IS CORNY. NOT WHEN THEY CHECK SALES FIGURES IN KANSAS AND NEARBY STATES.

WIBW The Voice of Kansas *in* TOPEKA

ROONEY, INC.

Proudly Presents Transcribed

The Greatest Radio Buy in Years!

Georgie Jessel

in

"Something for the Family"

Fifteen minutes of sparkling entertainment with the incomparable JESSEL

. . . yes, the great comedian of stage, screen and radio, the inimitable JESSEL, at his best . . . with songs by captivating *Joan Barton* . . . superb musical arrangements by the *All-Star Orchestra*, conducted by *Bill Bunt*. All continuity originally created by GEORGIE JESSEL himself and *Sam Carlton*. ★ Produced by *Vic Erwin* . . . directed by *Daniel Lundberg* . . . here's a top-flight show in conception, production and staging, faithfully reproduced by high fidelity recording. Something refreshingly different in transcribed radio showmanship!

with lovely
JOAN BARTON

ROONEY
ON THE AIR - EVERYWHERE
INC

AVAILABLE FOR LOCAL OR REGIONAL SPONSORSHIP

Sold on an exclusive basis in your buyer's market, whether on a local or regional sponsorship, providing full protection for your advertiser.

DON'T WAIT! Already sold to "Sparkeeta-Up" in the Los Angeles area.

SEND FOR SAMPLE PLATTER. Hear the Show! Phone, write or wire Rooney, Inc., 8782 Sunset Boulevard, Hollywood 46, California.

$5 deposit required. Will be returned to you on receipt of returned recording, or credited to you, on leasing.

FACTS ABOUT THE *new* G-E

FM BROADCAST CIRCULAR ANTENNA

- **SIMPLE DESIGN**
  - Single-ended antenna load
  - Complete lightning protection
  - Simple mechanical construction
  - Half the number of electrical connections
- **EASY TO INSTALL**
  - Fewer antenna bays for same power gain
  - Tuning pre-set at factory
  - Negligible inter-bay coupling
  - Sturdy, light-weight construction
- **LOW WIND LOADING**
  - Less expensive tower for fixed service area
  - Fewer bays to accumulate ice loads
  - Easy-to-install sleet-melting accessories
  - Greater reliability through greater safety factors
- **HIGH GAIN**
  - Higher gain for the same number of antenna bays
  - Less tower height for the same antenna gain
  - Fewer antenna components for the same gain
  - Reduced maintenance for the same gain
- **ATTRACTIVE APPEARANCE**
  - Trim, symmetrical styling
  - Pleasing proportions
  - Small-size bays
  - Fewer feed lines
- **DIRECTIONAL PATTERNS**
  - Wide variety of special patterns
  - Small increase in tower loading
  - Simple electrical connections
  - Economical to protect adjacent station areas

For complete information on this outstanding antenna and on the entire line of G-E FM broadcast equipment, call your nearest G-E broadcast sales engineer at once, or write to the:
Electronics Department, General Electric Company, Syracuse 1, N. Y.

POWER GAIN*

With G-E FM Circular Antennas

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Power Gain 0.79	Power Gain 1.7	Power Gain 3.63	Power Gain 5.5	Power Gain 7.24

**Compared with a standard half-wave dipole*

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

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First and Greatest Name in Electronics

-DOUGHNUT

Have you placed your order yet?

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

FCC Actions

(Continued from page 66)

system, from the hearing docket, reconsider and grant same.

AM—1010 kc

WHOW Inc., Baltimore; Radio Television of Balto. Inc., Baltimore—Designated for hearing WHOW Inc. application for CP to operate on 1010 kc 250 w, daytime only, in a consolidated proceeding with application of Radio Television of Balto. Inc. requesting 1010 kc 250 w, unlimited time.

AM—1450 kc

Dan B. Shields, d/b as Utah Valley Bcstg. Co., Provo, Utah; Lester R. Taylor, tr/as Mid-Utah Bcstg. Co., Provo—Designated for hearing in a consolidated proceeding the application of Utah Valley Bcstg. Co. and application of Mid-Utah Bcstg. Co., both seeking to operate on frequency 1450 with 250 w, unlimited time.

AM—1230 kc

Kelly Bell, Nacogdoches, Tex.; Wilbur Courtland Fouts, Nacogdoches—Designated for hearing in a consolidated proceeding the applications of Kelly Bell and Wilbur Courtland Fouts for new stations to operate on 1230 kc 250 w, unlimited time.

AM—1230 kc

Panhandle Bcstg. Corp., Amarillo, Tex.; Texas Telecasting Corp., Amarillo, Tex.—Designated for hearing in a consolidated proceeding the applications of Panhandle Bcstg. Corp. and Texas Telecasting Corp. for new stations to operate on frequency 1230 kc 250 w, unlimited time

AM—1400 kc

Robin Weaver, tr/as Grenada Bcstg. Co., Grenada, Miss.; Birney Imes Jr., Grenada—Designated for hearing in a consolidated proceeding the applications of Grenada Bcstg. Co. and Birney Imes Jr. for new stations to operate on 1400 kc with 250 w, unlimited time.

AM—1340 kc

Mary A. Petru, et al, d/b as Port Arthur Bcstg. Co., partnership, Port Arthur, Tex.; Harry Francis Banker, et al, d/b as Lake Shore Bcstg. Co., Port Arthur—Designated for hearing in a consolidated proceeding the applications of Port Arthur Bcstg. Co. and Lake Shore Bcstg. Co. for new stations to operate on 1340 kc 250 w, unlimited time.

AM—1450 kc

South Plains Bcstg. Co., Lubbock, Tex.; Julius B. Mooney, d/b as Hub Bcstg. Co., Lubbock—Designated for hearing in a consolidated proceeding the applications of South Plains Bcstg. Co. and Hub Bcstg. Co., both requesting the same facilities—1450 kc 250 w, unlimited time.

AM—1340 kc

Universal Bcstg. Co., Hazard, Ky.—Designated for hearing application of Universal Bcstg. Co. for a new station to operate on 1340 kc 250 w, unlimited time, in the consolidated proceeding with applications of The Hazard Bcstg. System and Bullard, Metcalf and Goodlette, which request the same facilities at Hazard and have heretofore been designated for hearing in a consolidated proceeding, and ordered that the bills of particulars heretofore issued in these proceedings be amended to include application of Universal Bcstg. Co.

AM—1490 kc

Forest City Bcstg. Co., Cleveland; Western Reserve Bcstg. Co., Cleveland—Designated for hearing applications of Forest City Bcstg. Co. and Western Reserve Bcstg. Co. for new stations to operate on 1490 kc 250 w, unlimited time, in a consolidated proceeding together with applications of Chester E. Daly, Samuel R. Sague, and Cuyahoga Bcstg. Co., all requesting the same facilities and heretofore designated for hearing in a consolidated proceeding, and ordered that the bills of particulars hertofore issued in these proceedings be amended to include applications of Forest City Bcstg. Co. and Western Reserve Bcstg. Co.

AM—900, 910 kc

I & E Bcstg. Co., Dayton, Ohio; Paul F. Braden, Middletown, Ohio—Designated for hearing in a consolidated proceeding applications of I & E Bcstg. Co. for a new station to operate on 900 kc with 1 kw, daytime only, in Dayton, and application of Paul F. Braden for a new station in Middletown, Ohio, to operate on 910 kc 1 kw, daytime only.

* * *

Commercial FM Grants—Issued 16 more conditional FM CPs; issued full permits to eight holders of conditional CPs; issued engineering approval to nine other grantees. (Complete listings and story on page 94, May 20 issue.)

MAY 20
ACTIONS ON MOTIONS
By Comr. Durr

Scripps-Howard Radio Inc., Cleveland—Granted petition for leave to amend its application for new television station as to show a request for channel 5 in lieu of 2; and submit further engineering data.

KTSL Los Angeles—Granted petition for leave to amend its application for television CP so as to specify 5 kw instead of 50 kw; specify different equipment, supply engineering details in connection therewith, etc., and the amendment was accepted.

General Bcstg. Co., Independence, Mo.—Granted petition for waiver of Sec. 1.384 of the Commission's rules and accepted petitioner's written appearance in re application.

KRIS Corpus Christi, Tex.—Granted leave to intervene in the hearing on application of Luce-McDonald Co. for a new station.

WSAI Cincinnati, Ohio—Same.

KVGB Great Bend, Kans.—Granted petition for leave to intervene in the hearing on application of Summit Radio Corp., now scheduled for June 3, and Sec. 1.385(d) of the Commission's rules was waived.

Hearst Publications Inc., San Francisco—Granted petition to dismiss without prejudice its application for new television station.

Clair L. Stout, Washington, D. C.—Granted motion for admission pro hoc vice of Henry V. Booth, a licensed practicing attorney of Shreveport, La., for the purpose of participating in the hearing on application of Frank H. Ford for a new station in Shreveport, now scheduled to commence June 6.

Warner Bros. Bcstg. Co., Hollywood, Calif.—Granted petition to dismiss without prejudice its application for a new television station.

The Outlet Co., Providence, R. I.—Granted motion for leave to amend its application for new television station so as to furnish additional engineering information; to request channel 11 instead of 7, add exhibits, etc., and the amendment was accepted.

The Times-Mirror Co., Los Angeles—Granted petition for leave to amend its application for a new television station, so as to show an increase in the authorized capital stock; show the substitution of Marian Otis Chandler for Harry Chandler as chairman of the board and a director, etc., and the amendment was accepted.

Penn Lincoln Bcstg. Co. Inc., Williamsport, Pa.—Granted petition to dismiss without prejudice its application for a new station.

WRUF Gainesville, Fla.—Granted petition for leave to intervene in the hearing on application of The News and Observer Co. for a new station in Raleigh, N. C.

Earle C. Anthony Inc., Los Angeles—Granted petition for leave to amend its application for new television CP so as to specify additional engineering data as requested by the Commission, etc., and the amendment was accepted.

The William H. Block Co., Indianapolis, Ind.—Granted petition for leave to amend its application for a new FM station so as to supply additional engineering information and current information on program plans, and the amendment was accepted.

Indiana Bcstg. Corp., Indianapolis, Ind.—Granted petition for leave to amend its application for a new FM station so as to supply additional engineering information, etc., and the amendment was accepted.

Scripps-Howard Radio Inc., Indianapolis, Ind.—Granted motion for leave to amend its application for a new FM station so as to supply additional engineering information, etc., and the amendment was accepted.

Universal Bcstg. Co. Inc., Indianapolis, Ind.—Granted petition for leave to amend its application for a new FM station so as to supply additional engineering information, etc., and the amendment was accepted.

WFBM Inc., Indianapolis, Ind.—Granted motion for leave to amend its application for a new FM station so as to supply additional engineering information, etc., and the amendment was accepted.

Matheson Radio Co. Inc., Boston—Granted petition for leave to amend its application for new FM station so as to supply additional engineering information, etc., and the amendment was accepted.

Raytheon Mfg. Co., Waltham, Mass.—Granted motion requesting leave to amend its application for FM construction permit, so as to supply additional engineering information, etc., and the amendment was accepted.

Suburban Broadcasters, Dearborn, Mich.—Granted petition for leave to add the name of Myron Stevens to the list of witnesses, the depositions of whom were authorized to be taken on order of the Commission dated May 9.

Radio Voice of Springfield Inc., Springfield, Ohio—Granted petition for leave to amend its application for FM construction permit so as to furnish additional engineering information as requested by the Commission, and the amendment was accepted.

Great Trails Bcstg. Corp., Dayton, Ohio—Same.

The Times Picayune Pub. Co., New Orleans, La.—Granted petition to dismiss without prejudice its application for a new station subject to the right of later reinstatement under the provisions of the Commission's public notice of Jan. 5, 1946.

Palmer K. and Lois C. Leberman, New York City—Granted petition to dismiss without prejudice its application for a new television station.

Redege Bcstg. Co., Hendersonville, N. C.—Granted motion insofar as it requests removal of application from hearing docket, and the said application was removed from hearing docket.

Richard T. Sampson, Oceanside, Cal.—Granted petition requesting leave to reinstate its application for CP 1230 kc 100 w which was dismissed without prejudice on March 6; the application was reinstated and the amendment accompanying petition was accepted.

Del Norte Bcstg. Co. Inc., El Paso, Tex.—Granted petition for leave to amend its application so as to request frequency 1340 kc with 250 w in lieu of 1550 kc 1 kw day, 500 w night; said amendment was accepted and application removed from hearing docket.

Lake Bcstg. Co. Inc., Gary, Ind.—Denied petition insofar as it requests removal of application from hearing docket; exception noted by counsel; granted petition for continuance of hearing on its application now scheduled for May 23, and the hearing was continued to June 24.

Rochester Bcstg. Corp., Rochester, N. Y.—Granted petition for leave to amend its application and remove same from hearing docket; the amendment was accepted and said application removed from hearing docket.

Missionary Society of St. Paul the Apostle, New York City—Denied petition for continuance of consolidated hearing now scheduled to be held in New York on May 20 in re petitioner's application and applications of WNEW. Ordered that the order of proof at the hearing on these applications be shifted so that applications of WNEW for renewal of license and for CP be heard first, and that Sec. 1.227 of the Commission's rules be waived for the purpose of permitting the Missionary Society to submit its said depositions when they are completed.

WAML, Laurel, Miss.—The Commission on its own motion ordered that the hearing on application of WAML for CP now scheduled for May 24, be continued to Monday, June 24.

Wabash Valley Bcstg. Corp., Terre Haute, Ind.; West Central Bcstg. Co., Peoria, Ill.—Ordered that the consolidated hearing on these applications now scheduled for May 15 be continued to Monday, June 17.

Radio Bcstg. Inc., W. Memphis, Ark.; W. Wright Esch, Daytona Beach, Fla.—The Commission of its own motion ordered that the consolidated hearing on these applications now scheduled for May 13 be continued to June 25.

(Continued on page 92)

An All-Time Favorite

WHEN THE LIGHTS GO ON AGAIN

Published by
CAMPBELL-PORGIE, Inc.

* * *

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

HE'S HERE -- HE'S THERE

He's Everywhere!

KEEPING KTSA'S AUDIENCE POSTED ON *SPECIAL EVENTS AT ALL TIMES*

ANOTHER FIRST FOR KTSA! Not content with our recognition as San Antonio's most community-minded station, we've taken ANOTHER BIG STEP toward adding to our already vast audience in this BILLION DOLLAR MARKET! Bob Holleron, popular Southwestern sports announcer, and his KTSA Special Events Crew, are sent out to give YOU AND YOU on-the-scene descriptions of special events all over the country! Just ANOTHER reason why KTSA appeals to EVERY AGE GROUP—has them listenin'—AND KEEPS THEM!

During Army Day celebration, Holleron broadcasts from the nose of a helicopter.

Holleron interviews men at separation ceremonies on his new "Mission Completed" show, talking over their plans and hopes for civilian life.

Bob Holleron, of KTSA's Special Events Crew, gives an on-the-scene description of a Tarpon Catch, at Port Aransas.

During the colorful Fiesta Celebration this Spring, Holleron interviews screen star Leo Carrillo.

KTSA's crew made a trip to San Francisco to interview Gen. Walter Krueger on arrival from Pacific Theater. Another KTSA FIRST!

KTSA

SAN ANTONIO, TEXAS

CBS

Taylor-Howe Snowden Radio Sales

LONE STAR CHAIN

5000 WATTS DAY

NEW DOWN EAST NET PLANS WILEY SHOWS

FORMATION of "The New England Group" of 10 ABC affiliated stations to broadcast two Fletcher Wiley shows was announced last week in New York as the culmination of planning begun some time ago [BROADCASTING, March 18].

Spokesmen for the new organization pointed out that its formation did not constitute the introduction of a new regional network and that the 10 stations had joined in an enterprise confined to the broadcasting and sale of participation advertising on the two shows: *Sunrise Salute*, Monday through Saturday 6-7 a.m., and *Housewives Protective League*, Monday through Friday 1:30-2 p.m.

Both shows will usually originate from WCOP Boston. John Trent, former chief announcer at WCAE Pittsburgh, now associated with Fletcher Wiley productions, has been designated chief of staff for the two New England productions with headquarters at WCOP.

Group goes on the air with shows June 3. The 10 stations, WPOR WMUR WCOP WORC WSPR WNBH WFCI WTHT WELI and WSTC, will use ABC New England lines to feed programs. Katz Agency is representative.

First $561 Fish

LESS than 24 hours after opening of the fishing season in Minnesota a St. Paul salesman, Joseph A. Bell, landed a pike bearing KSTP tag No. 542. He is first to win a $561.40 batch of equipment in KSTP's $567,000 fishing contest [BROADCASTING, May 13]. Still remaining in Minnesota waters are 99 KSTP fish, each worth $561.40 to the catcher. Additional prizes are offered for special tags.

HOPE HAS HIGHEST HOOPER AT NIGHT

LEADING nighttime program, according to latest C. E. Hooper survey, released last week, was Bob Hope. *Fibber McGee & Molly* scored second and Red Skelton third.

Average evening sets-in-use, according to the report, was 26.1, only .1 below the previous report. Average available audience was 78.2, up .7 from the previous report.

Program ratings were Bob Hope 26.3, *Fibber McGee & Molly* 22.9, Red Skelton 22.6, *Radio Theatre* 20.8, *Charlie McCarthy* 19.1, Walter Winchell 19.1, *Screen Guild Players* 18.8, *Mr. District Attorney* 18.7, Fred Allen 18.6, Jack Benny 18.3, Jack Haley with Eve Arden 18.2, Bing Crosby 17.4, Eddie Cantor, 16.8, Kay Kyser (10 p.m.) 16.3, Abbott & Costello 16, *Amos 'n' Andy* 16.

Breakfast in Hollywood led weekday programs. Average daytime sets-in-use was 15.3, down 1 from the previous report. Average daytime available audience was 72.2, down .1 from the previous report.

Top 10 weekday programs were *Breakfast in Hollywood* (P & G) 7.4, *Ma Perkins* (CBS) 7, *When A Girl Marries* 6.9, *Breakfast in Hollywood* (Kellogg) 6.6, *Right to Happiness* 6.1, *Pepper Young's Family* 5.9, *Romance of Helen Trent* 5.9, *Young Widder Brown* 5.8, *Kate Smith Speaks* 5.8 and *Breakfast Club* (Swift) 5.7.

SWITCH is pulled for new 50,000 w transmitter of KABC San Antonio by Congressman Paul J. Kilday as Charles W. Balthrope, station manager, watches proceedings.

HISTORICAL exhibit of radio and its development in the past quarter-century now on display at the New Jersey State Museum at Trenton has attracted more than 7,500 visitors since opening April 1. Exhibit lectures on radionics are broadcast on WTTM Trenton.

Hucksters

(*Continued from page 24*)

figure of Evan Evans dominates the book as it dominates Victor Norman. Last week in New York, advance copies of *The Hucksters* were sought after by radio and advertising men with the intensity they usually would apply to a search for a million-dollar contract.

Their interest was aroused not by the quality of the prose, but by rumors that Mr. Wakeman's characters, while avowedly fictional in origin, had truly been inspired by his associations in the business. The veil of fiction that he drew around them, some insisted, was hardly thick enough to conceal the flesh and blood beneath.

How to impress a Time Buyer

Somebody certainly got a rise out of Joe Time Buyer.

How? . . . by confronting him with an impressive presentation built around the latest *Sales Management* data on local markets.

Joe Time Buyer has that *completely sold* look because he knows this market information will be accepted without question by his clients—the national advertisers.

This acceptance was confirmed in a recent survey by the Market Research Company of America when 200 leading space and time buyers were asked, "What publication or publications are most readily accepted by your clients as authoritative?"

The media buyers answered, "*Sales Management.*" It received far more mentions in reply to this question than any other publication or publishing organization.

The same survey brought out that space and time salesmen know this and *do* quote *Sales Management* in their presentations—both oral and written. The 200 media buyers said that *SM* is quoted in such material more than 4 times as often as any other publication in America.

Help your representatives make more effective use of this exclusive market information by giving them the backing of a consistent advertising campaign in *Sales Management.* Remember:

"IT'S SM 4 TO 1"

Say the Nation's Leading Media Buyers

Sales MANAGEMENT

386 Fourth Ave., New York 16, N. Y.

333 North Michigan Ave., Chicago 1, Ill.

15 East de la Guerra, Santa Barbara, Calif.

67th Market

TRI-CITIES

ROCK ISLAND - MOLINE

DAVENPORT

WHBF is the local station with influence.

WHBF

BASIC MUTUAL 5KW 1270KC

ANSWERING THE DEMAND FOR "Something Better"

PRESTO
MODEL "L"

A *better* portable playback—compact, easy to carry, simple to set up. The remarkably clear, wide range of reproduction—far superior to what is ordinarily expected of a portable playback—makes it a favorite with broadcasting stations and advertising agencies who demand top performance in demonstrating recorded programs to prospective clients.

Model L plays 6 to 16″ records, 78 or 33⅓ R.P.M., on a 12″ rim-driven turntable. Standard equipment includes high quality 16″ pickup on a swivel mounting which folds into a case when not in use, four stage amplifier, 8″ loudspeaker with 20′ extension cable, and a Presto Transcriptone semi-permanent playing needle. For use on 110 volts AC only.

The complete equipment, in an attractive grey carrying case, weighs only 46 lbs.

PRESTO
RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
WALTER P. DOWNS, LTD., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT

THE VOICE OF MISSISSIPPI
WJDX
1,000 N
5,000 D
JACKSON
N. B. C.

A "Honey" of a Market!

That's Mississippi—the State of Opportunity! Just to illustrate—last year, nearly a quarter-of-a-million dollars' worth of honey was produced in Mississippi. The 1,120,000 pounds last season totaled 6 per cent above 1944's big crop, and was over 50 per cent more than the average of the previous 5 years. Mississippi's progress in every way is sweet to the alert advertiser's taste.

WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently covers the growing market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

USING several m.c.'s chosen from the audience during pre-broadcast program, "Coffee at Compton's" is new program sponsored on KEX Portland, Ore., Monday through Friday 3:30-3:45 p.m. (CDT) sponsored by Richard N. Compton Inc., West Coast restaurant chain which is new to radio. With other members of the restaurant audience as participants, spontaneous stunts and quizzes offer range of merchandise and novelty prizes. Program is to be expanded into other markets. Extensive promotion introduction, planned by United Agency, Portland agency handling 52 week account, included skywriting, balloons, radio spots, direct mail invitations, newspaper and magazine ads.

Army Takes Over

FLAG DAY, June 14, WSBC Chicago will be operated entirely by Army personnel. Arrangements were made by Robert Miller, general manager of the station, and the Sixth Service Command. Officers of the recruiting branch of the command will appear on Bohemian, Polish, German, Negro, Jewish, Italian and Slovak programs to deliver speeches in their respective languages. Volunteers will be asked to enlist at the station, where a special recruiting office will be established. Flag Day will climax a week's period of informative programs concerning peacetime Army service.

Vacation Data

WITH return of interest to recreation and vacation activities, WLAP Lexington, Ky., has started several informative programs on vacations. First series, "Know Your Kentucky," suggests interesting places to visit in the state. "Holiday at Harrington" presents information on lodges, hotels and accommodations, fishing conditions, swimming and other activities. Third series, "Vacation Time," presents information on the Cumberland Mountains, Cumberland Falls and the scenic beauty to be enjoyed in that area.

WBT Starts Hayride Show

HILLBILLY barn dance, "Carolina Hayride and Hit Parade," started May 25 on WBT Charlotte, N. C., in a Saturday evening hour and forty-five minute period. Beginning June 15, program will originate from the Charlotte Armory. Roundup of all WBT folk and hillbilly talent is presented. June 3 WBT starts Monday through Friday 2-2:15 p.m. "Washington Spotlight on the Carolinas," featuring news from WBT Washington bureau.

Series Climax

SOME 60 students from Michigan, Indiana, Illinois, Wisconsin and Iowa on May 31 will be featured with Gov. Dwight H. Green of Illinois in the Parade of Ambition program which will climax the 1945-46 series of "Citizens of Tomorrow" broadcasts sponsored by the Chicago Tribune on WGN Chicago. Broadcast will be made June 1. Participating students are those named to Citizens of Tomorrow honor roll on the weekly programs.

Enters Polio Fight

WITH closing of public schools and prohibition of gatherings for young people because of the threat of an epidemic of poliomyelitis, WOAI San Antonio personality, Red River Dave, is dedicating his programs to youthful listeners. His composition, "The Polio Song," which warns against the disease, has been made freely available for use by all groups in the fight against polio.

On Atom Future

TO SOUND out public opinion on the world's atomic future, CBS on May 28 broadcasts full-hour program titled "Operation Crossroads." To be opened by Vice-Admiral W. H. P. Blandy of Joint Army-Navy Task Force One from his flagship enroute to Bikini atoll, program will continue with discussion of atomic future by 21 men and women representing all America. Among participants will be Albert Einstein, a war mother and a college coed.

Clean Plate Club

ALL commercials are being eliminated by General Mills on its ABC "Jack Armstrong" program May 20-31 to promote the Jack Armstrong Clean Plate Club and to present news of the famine situation. Booklet on the club, which seeks correction of wasteful eating, is being distributed to youthful listeners. Goal is to establish Clean Plate Club in every community.

Hospitality

PORTLAND, Ore., June 7 delayed its annual Rose Festival Parade a half hour in order that citizens might attend local origination of Mutual's "Queen for a Day," broadcast from the civic auditorium.

PROGRAMS

MANAGER Jack Kelly (1) of WCOL Columbus, Ohio, greets Dean Chatlain, featured on "Voice of the Veteran," series of weekly quarter-hour programs started by station as service feature. Program material is based on information from Veterans Administration and U. S. Employment Service.

Coffee Club

UNDER TITLE of "The Percolator Party," new NBC sustaining weekly breakfast-time audience participation show began last Saturday 10-10:30 a.m. (EDT), replacing Eileen Barton show. Program has been broadcast daily over WWJ Detroit since February as the "WWJ Coffee Club." New format features household quizzes, games and scavenger hunts. Dave Zimmerman is m.c., with music by Paul Leash and 18-piece orchestra.

WTTM Forum

SPONSORED by a group of outstanding citizens of Trenton, N. J., new forum program starts on WTTM Trenton June 1 under title "Trenton Talks It Over." Heard 7:30 p.m. from Stacey-Trent Hotel, program will first consider the housing problem. Participating panel changes each week.

Atomic Research

ATOMIC and cosmic research and development being conducted in the mountains of Colorado provide format material for new series on KLZ Denver. Titled "Behind the Atom," program is aired Sun. 10:45 a.m. and is conducted by Dr. Walter Orr Roberts who interviews fellow workers from the observatory at Climax, Col., on current developments.

Telephone Quiz

SPONSORED by City Savings Bank, Charlotte, N. C., "Fun on the 'Phone" quiz has been started on WAYS Charlotte in daily 6:05-6:15 p.m. period. Prizes begin at $1 and increase by that amount until a question is answered correctly. Question is given at start of program along with answer.

Youths Interviewed

WEEKLY series started by WMBG Richmond, Va., titled "Salute to Youth," interviews outstanding young people of the community. Each week a boy or girl from a different high school appears on the quarter-hour program to discuss his school and activities.

Forum Returns

WITH Paul Williams, executive director of the Dayton (Ohio) Chamber of Commerce, as leader, weekly "Your Dayton Roundtable" program has been resumed by WHIO Dayton. Current city problems are discussed each week by civic leaders.

Launch Fund Drive

SEND-OFF by WOL Washington and local Kiwanis of campaign for $1,300,000 for new hospital for District crippled children consisted of a "party in the sky" broadcast from a PCA Capitaliner aboard which were 50 crippled children. Party followed on the ground at National Airport restaurant.

Parade Description

BIRDSEYE description of the aerial parade by all the planes of Admiral Mitscher's Eighth Fleet, due in New York for Fleet Week, May 27-June 3, was to be broadcast May 26 over WINS New York during intermission of the scheduled New York Yankee's doubleheader. Word picture of the parade was to be beamed by Bill Falvey, New York Daily Mirror reporter, from a Navy carrier plane at sea.

'Guild' Replacement

SUMMER replacement for "The Theatre Guild of the Air," Sun. 10-11 p.m. on ABC, sponsored by United States Steel Corp. through BBDO New York, effective June 9 will be "Hour of Mystery." Mystery series, to run for 13 weeks, will be directed by Kenneth Webb and produced by Edwin M. Marshall.

WCAE Traffic Show

TRAFFIC SAFETY program, presented in conjunction with the Pittsburgh Department of Public Safety, is new series on WCAE Pittsburgh. Program stresses need for extra precaution to insure safe driving during the summer months.

Studio Participation

NEW WTOP Washington audience participation program, titled "Meet The Missus" and heard Sat. 1 p.m. (EST), is conducted from station studios with Ed Gallaher as m.c. Prizes range from fat dressed hens to nylon stockings and dinners at Washington night-spots.

Summer Series

SUSTAINER for summer hiatus replacement of the "Joan Davis Show," Mon. 8:30-55 p.m. on CBS, sponsored by Lever Brothers (Swan soap), will be a musical variety show titled "Night-Life," featuring Willie Bryant as m.c. and with Teddy Wilson and his orchestra. Show also will feature guest Broadway stars.

Music Novelty Series

SHOW started over WKZO Kalamazoo and WJEF Grand Rapids, Mich., in which listeners name songs for piano-playing expert to play, is titled "Beat the Expert." Participant receives award if expert cannot play tune.

Bradley Speaks

Gen. OMAR BRADLEY, director of the Veterans Administration, will be the principal speaker at a special Veterans Memorial Day ceremony broadcast on May 30, 1:30-2 p.m. on ABC. Ceremony originates from Arlington National Cemetery, Arlington, Va.

Convention Programs

WIOD Miami, Fla., in connection with Southern Baptist Convention May 13-18 broadcast programs featuring Southern Baptist Seminary Choral Club of Louisville, Ky., and the Bison Glee Club Oklahoma Baptist U.

NYU Video Series

NEW YORK University May 20 started a monthly educational television series on WABD New York, Du Mont television station, when "The Road Back"

(Continued on page 82)

KOIN
It takes an informed community to do a community job.
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

announcing: AUDIENCE SURVEYS, INC.

Audience Surveys, Inc. offers a complete research service for radio.

Audience Surveys, Inc. has acquired from Industrial Surveys Company, Inc. the facilities and most of the personnel formerly employed in conducting Listener Diary Studies for individual stations and networks.

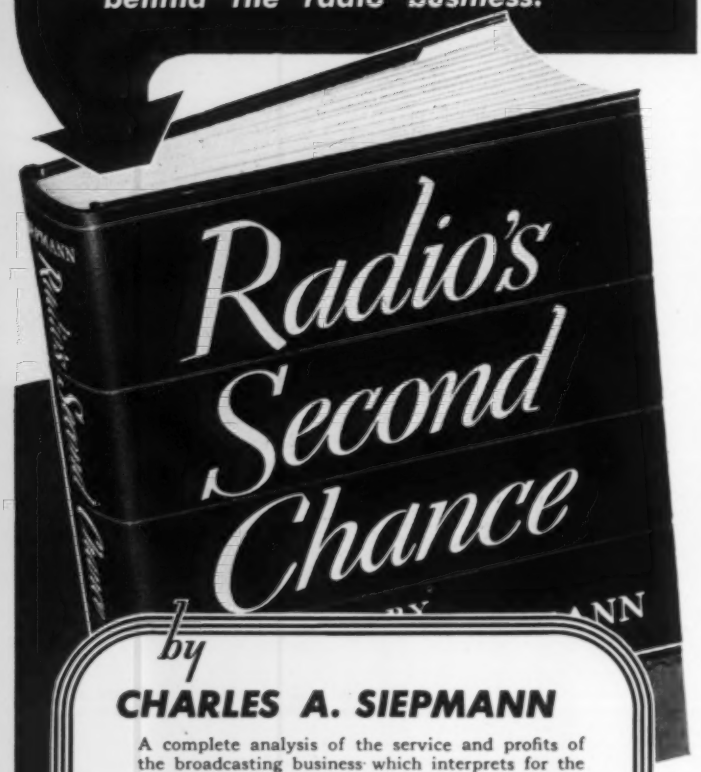
Audience Surveys, Inc. invites inquiries about the Listener Diary and other radio research.

Robert H. Salk, President

AUDIENCE SURVEYS, INC.

347 MADISON AVENUE • NEW YORK 17, NEW YORK

This *is the book that is being read by the listening public who wonders what's behind the radio business.*



by

CHARLES A. SIEPMANN

A complete analysis of the service and profits of the broadcasting business which interprets for the public the recent FCC report and also emphasizes what FM can mean if it is organized in the public interest.

You Will Want To Read It

Because "This book is by far the most important and controversial addition in recent years to the meager library devoted to American radio broadcasting . . . required reading for all interested in the future development of one of the country's major media for mass communication."
—Jack Gould, in the *N. Y. Times Book Review*

Because "Siepmann has written an important book on an important matter."
—C. J. Durr, *COMMISSIONER, FCC*

Because "he tells radio how it could get well if it only half tried."—*Time Magazine*

Because "radio rarely has received any criticism offered with finer perception and better judgment."
—Raymond Swing

Because "the radio industry has never been analyzed before with the clarity and courage that Siepmann brings to it."—Max Lerner

The Author Is

A man who knows all the angles of his subject. He has had twelve years' practical experience in broadcasting and has also spent considerable time in research and study of the current problems of the industry, on the basis of which he has lectured and written several articles. He has been a consultant for the FCC and for three years he was advisor to OWI's Oriental Broadcasting Section.

AN ATLANTIC MONTHLY PRESS BOOK

$2.50 • *At all bookstores*

L B

LITTLE, BROWN AND CO. • BOSTON

Letters to The Editor

Offer of Rebuttal Time Done Before Says Dolph

EDITOR, BROADCASTING:

Feature of the Week with references to LaGuardia giving up time to Gebhardt "was believed to be the first time that anyone had been given a chance on a sponsored news commentary to rebut what the commentator had said."

'Tain't so, McGee. We did it over a year ago with Wright Patman on Fulton's [Fulton Lewis jr., MBS] program.

William B. Dolph
William B. Dolph Radio Productions
807 Barr Building
Washington, D. C.

May 20, 1946

* * *

Record Rebroadcasting Of Net Shows Decried

EDITOR, BROADCASTING:

The ambitious recording and rebroadcasting plan of the American Broadcasting Company, and to a lesser extent the Mutual Broadcasting System, for affiliated stations in other than the Eastern Time Zone should serve the purposes for which it was intended—that is, to bring network programs to all time zones at essentially the same hour throughout the year.

But granted that the quality and fidelity of recordings is at an all-time high, it is my opinion that a continuous offering of recorded programs should not become the accepted policy of a nation-wide network. In effect, such a practice reduces the prestige of the network to that of the level of a small local station which cannot or does not choose to do any better.

I further believe that it is a breach of the public trust for such a recording program to be instituted by a network. After all, the original purpose for which the networks came into being—that of bringing "live" talent to the most remote sections of the land—should be constantly borne in mind. There was a time when the leading broadcasters barred all recordings from network programs, and while I would not advocate this as a rigid, non-breakable policy, I do think recordings should be the exception and not the rule.

In the past, the change to and from Daylight Saving Time listening habits in non-Daylight Saving Time areas has been refreshing and stimulating. The change was a welcome departure from the "sameness" which pervades America radio day in and day out.

Herbert C. Barker
1132 Connecticut Street
Lawrence, Kan.

May 14, 1946

* * *

Standard Time Advocate Answers Goldberg Stand

EDITOR, BROADCASTING:

Typical views on Daylight Saving Time were given on page 46 of the issue of BROADCASTING dated May 13 last. It is my desire to comment on the views of Mr. Goldberg.

Mr. Goldberg's letter gave this writer the impression that Mr. Goldberg has spent all his life in New York City, having had little chance to travel elsewhere. It is likely that Mr. Goldberg did not intend to sound as if he thought that the metropolitan listener is the only one who counts, but the general idea seems to run through his letter. As an example, he feels that it would be bad business for metropolitan listeners (specifically, New York City listeners) to have to rearrange their mental radio schedules—thus he says that if the networks and individual stations remained on Standard Time, New York listeners would have to tune in Lowell Thomas at 5:45 instead of 6:45. He considers this as being worse than forcing the same thing onto listeners in Standard Time communities.

Parenthetically it might be noted that Mr. Goldberg made an error here—in the case above, with Lowell Thomas on Standard Time and New York on DST, the New

(*Continued on page 78*)

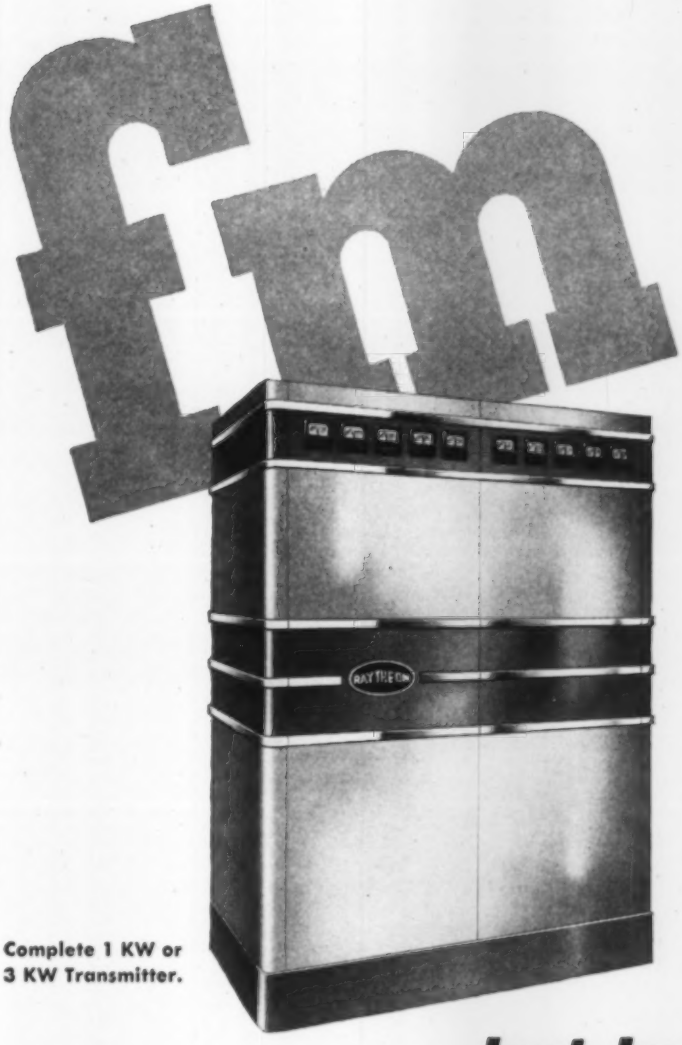
H O L L I S T E R

CRYSTALS

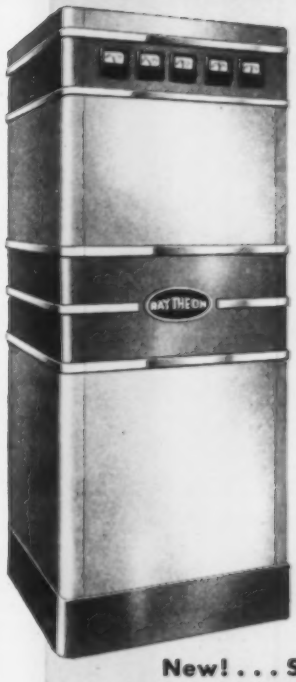
QUARTZ OSCILLATORS SINCE 1927

HOLLISTER CRYSTAL CO.

Boulder, Colorado



Complete 1 KW or 3 KW Transmitter.



Complete 250 Watt FM Transmitter. This unit is also used as the exciter for higher powered transmitters.

New! . . . SIMPLIFIED PHASE SHIFT MODULATION and DIRECT CRYSTAL CONTROL

- **SIMPLICITY**—Recognizing Phase Shift Modulation as the best method of Modulating, Raytheon has engineered greater stability, and efficiency into this method by exclusive and greatly simplified circuit design.
- **RUGGED DEPENDABILITY**—Direct crystal control, independent of modulation, gives positive and automatic control of the mean carrier frequency. Simple linear type tank circuits are used for all stages operating in the FM band—cannot get out of tune or adjustment.
- **EFFICIENCY**—Every circuit is completely shielded to eliminate power losses by radiation, interaction and parasitic oscillation.
- **UNIT CONSTRUCTION**—Buy now only the power you need and add a unit for increased power later. All units are perfectly matched in size, styling and colors.
- **EASY INSTALLATION**—Unit dimensions have been held to convenient cubicle sizes for moving through standard doors, in elevators, etc.
- **LASTING ECONOMY**—Not only is the purchase price of a Raytheon transmitter less but your savings continue through lower operating costs achieved by greater operating efficiency, lower power consumption and long life quality tubes and components.
- **OPERATING SAFETY**—Complete power interlock and an automatic shut-off of power when rear doors are opened provide absolute safety for all operating personnel.

but by

RAYTHEON

YES, there is a difference. FM by Raytheon is a greatly simplified, more dependable Phase Shift Modulation that is entirely new. Do not be satisfied with complicated, older circuits when Raytheon can give you this important improvement plus many more exclusive features—and at a lower price.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois
Devoted to Research and Manufacture for the Broadcasting Industry

RAYTHEON

Excellence in Electronics

Letters to the Editor

(*Continued from page 76*)

York listener would tune in Mr. Thomas at 7:45 instead of 5:45.

As matters stand now, however, listeners in Standard Time cities, towns, and rural areas in the Sun Oil territory have to tune in Mr. Thomas at the bad-for-New-York-City-listeners time of 5:45. The entire State of Ohio and the lower peninsula of Michigan have remained on Eastern Standard Time, and their total population is just about twice that of New York City proper. Add to this the considerable populations remaining on Eastern Standard Time in nearly every other state in the EST zone and it would appear that several times as many now have to rearrange their mental radio schedules as would be the case if New Yorkers were the only ones who had to do so.

Further, if the networks and stations remained on Standard Time, the New Yorker would only have to add an hour to his regular schedule. This is not the case under the present setup for the Standard Time listener when delayed network features are involved. A case in point is *The Great Gildersleeve*, presented over WWJ Detroit by transcription at 7:30 Mondays during the winter months. When the time changes came in, the time of the program was changed to 10:30 Tuesdays. What do you suppose happened to the Hooperating of the first few programs? You're right.

Pals in Miami

TURN about is still fair play in Miami, where goodwill and balmy breezes abound. Staff members of WQAM last Wednesday manned the controls of WKAT, competitive station, Miami Beach, while the WKAT staff enjoyed a picnic and boat ride. WQAM sent a complete crew to WKAT. Later on the WKAT staff will operate WQAM while that station's staff also enjoys an outing.

And doubtless there are many who still do not know the new time.

Mr. Goldberg cannot understand why rural areas object to Daylight Time, and this remark of his stamps him as a city feller through and through. Doubtless he will be surprised to learn, as will many other city critters, that Bossy (Elsie) cannot be milked until she is ready to be milked, that the hens cannot be fed and the eggs collected until they are ready for it, that (for example) beans cannot be hoed or cultivated until the dew is off the leaves. Animals and plants, not being human, have not heard of the virtues of Daylight Time. There are a thousand and one odd farm jobs to be done before breakfast (the farm chores)—and then to be asked to haul produce to market an hour earlier. Wonder why rural areas are opposed to Standard Time being dropped for DST?

Mr. Goldberg says the simple solution is to put the entire country on Daylight Time, evidently assuming that Daylight Time is an absolute necessity for metropolitan areas. The other simple solution he overlooked is 100% abandonment of Daylight Time.

He does say that it seems advisable to keep working on this problem and there are few, indeed, who would disagree. As this writer sees it, the least disruption to both the industry and the great majority of listeners would be year-'round Standard Time for radio.

James A. Norton
332 King's Highway
Wyandotte, Mich.

May 14, 1946

* * *

Southern Accent Doesn't Bother This Radio Fan

EDITOR, BROADCASTING:

The "gentle reader" has always been something for the author, or would-be author to reckon with—but what of the "gentle listener"? That is what I am, just one of the myriad listeners to the radio. Now that I am identified, what am I going to do, hurl a bouquet or a brick-bat? Well, neither—all I want to do is to hurl a simple, harmless, yet to me, very important question—"What is wrong with a Southern accent—is there any particular disgrace about being born with one"?

Why all my furore? Just this—I know a young announcer who has a rich, resonant voice, that is easy on the ear, and he also possesses an unusually good education—but getting back to his voice—it does have a Southern accent—a natural one! From my point of listening, it has charm—yet overcoming it is becoming an obsession with him. Because of it, he could very easily develop an inferiority complex. Why? Because he feels that it will be a deterrent in his radio potentiality.

Is there anything wrong with a Southern accent? It's American, the United States type American, isn't it?

Our particular section of the country is peopled with those persons born above the Mason Dixon line, but all were not born there, some of us were transplanted from the area below the famed line and so to us, his accent sounds homelike, and natural and we like it!

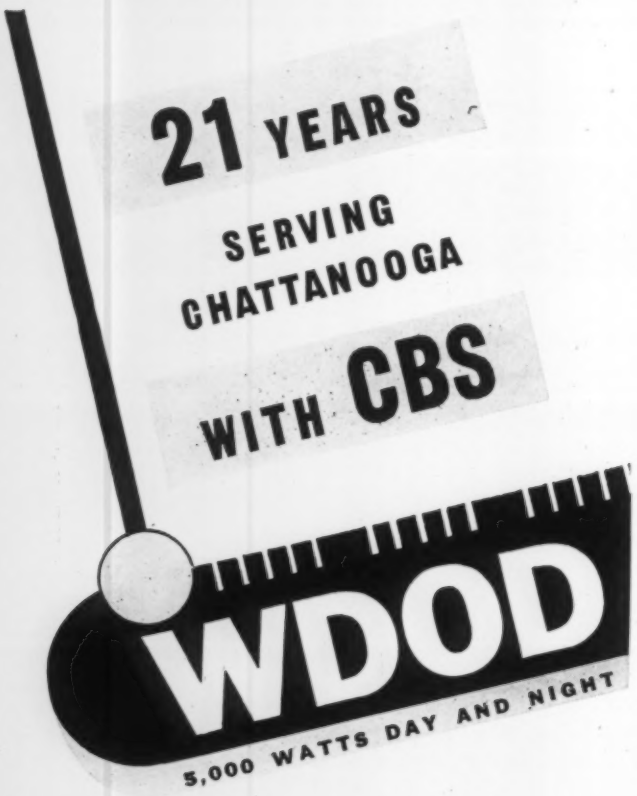
Radio listeners are not confined to this locale—the number spreads from the "stern, rock-bound" Atlantic seaboard to where the gentle Pacific laps the other coastal region; from the graceful bend about the Gulf to our gallant northern neighbor. Who is qualified to determine just how many in that multitude do not like the Southern accent?

What has happened? Have numbers of the "gentle listeners" written in asking that the Southern-accented announcers be stricken from the ranks? What has transpired to make an intelligent, nice-voiced announcer feel that his Southern accent is a handicap, rather than an asset?

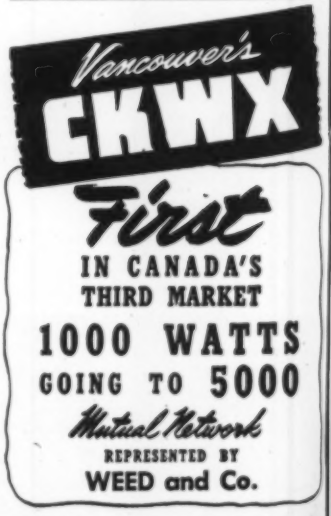
Personally, I like that accent—and I hope you feel that way about it too. If you do, you have the inherent right to throw a bouquet; if you do not, then you have the prerogative of hurling a brick-bat—that's the gracious privilege about being an American! By that same token, doesn't an announcer have a right to use his own individual and natural accent, regardless of what it is?

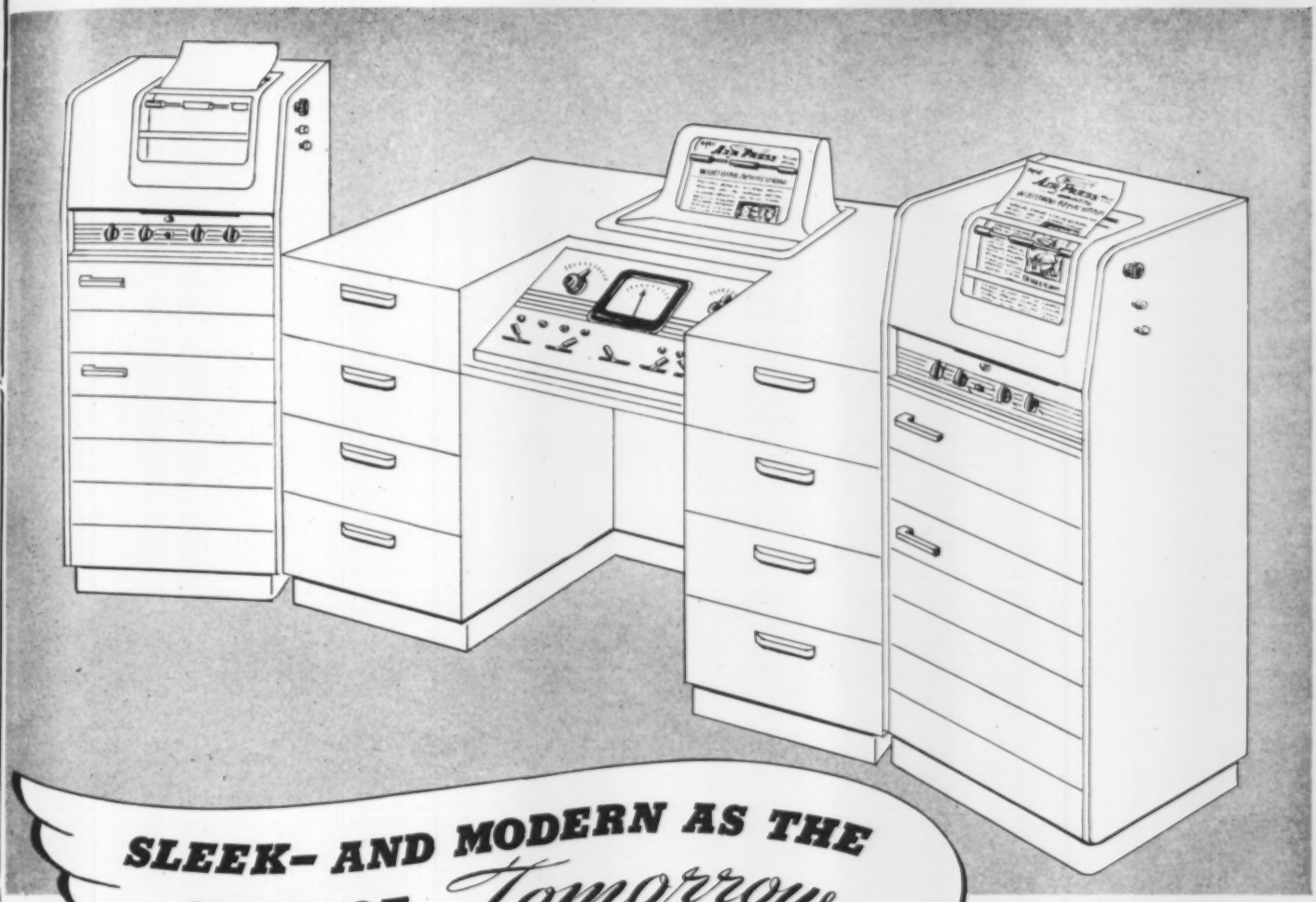
Frances Denham
1501 Admiral Boulevard
Kansas City, Mo.

May 12, 1946.



NATIONAL REPRESENTATIVES • PAUL H RAYMER CO.





SLEEK— AND MODERN AS THE NEWS OF *Tomorrow...*

$8500.00
F. O. B. PASSAIC, N. J.

which it will put on the air, this first postwar Finch Telefax facsimile broadcasting installation soon will be ready for delivery to those FM stations with early orders.*

SURPRISINGLY low priced, its moderate initial cost and maintenance budget are due partly to Finch experience and know-how, and partly to the fact that, in many details, it is closely related to the Finch family of proved facsimile communication equipment—which means that the cost of its careful development was held down and the savings passed on to the purchaser.

Provided with two transmitting scanners to facilitate continuous flow of program material to the radio transmitter, the installation includes a monitor control desk for convenient, comfortable, and accurate control by the operator.

Only Finch Telefax brings you these advantages:

1. Simple, reliable, time-saving, push-button operated, automatic, copy loading and unloading.

2. Automatic scanner-carriage return at the end of each page.

3. Separate monitor recorder built into each scanner for convenient, easy adjustment and observation.

4. An additional monitor recorder conveniently placed on the control desk for recording the complete program under the watchful eye of the operator, and to provide a complete, accurate file copy of the program transmitted.

5. Convenient centralized control of scanner operation comfortably handled by a seated operator.

After promulgation of FCC facsimile standards, units purchased now will be modified, if necessary, at moderate cost.

★ ★ ★

*Finch Telefax special receivers are now available in limited quantities to purchasers of Finch broadcasting equipment; Finch Telefax home receivers, for use with FM radio sets, will be available to the public in a few months.

self-synchronizing
finch facsimile

FINCH TELECOMMUNICATIONS, INC.
10 EAST 40th STREET, NEW YORK 16, NEW YORK
Also manufacturers of Finch ROCKET Antennas for FM Stations.

Jewett Points to Danger Of Government Control

ASSERTING that radio broadcasting has become a powerful implement in the social and political life of the nation and the world, Dr. Frank B. Jewett, president of the National Academy of Sciences, warned the industry of the danger to society if radio were to become the "tool" of political government.

In an address a fortnight ago before the George Westinghouse Centennial Forum in Pittsburgh, Dr. Jewett, who is vice president in charge of research and development for the American Telegraph and Telephone Co., maintained that unremitting watchfulness must be kept to assure a free radio.

At the same time he cited television as an example of an industry which is dependent upon economic and commercial, rather than technical factors for its development. Cheapness and speed with which motion pictures can be transported will be an obstacle to extensive use of large screen television in theatres, he explained.

CANADIAN HOOKUPS HOLD ANNUAL MEET

ANNUAL MEETING of the Trans-Canada, and Dominion networks was held at Montreal, May 23 and 24 at the Ritz-Carlton Hotel, to discuss mutual problems. Round table discussions were held under the chairmanship of George Young, CBC station relations supervisor. It was the first opportunity for private stations on the two CBC networks to sit down with new CBC board of governors chairman A. Davidson Dunton, to air their problems.

Attending for the CBC, which operates both networks under the Canadian Radio Broadcasting Act, were A. D. Dunton, Dr. A. Frigon, Donald Manson, Ernest Bushnell, Gordon Olive, E. A. Weir, Walter Powell, Jack Radford, Harry Boyle, H. G. Walker M. Goudrault, Omer Renaud, and Roger Daveluy.

Private stations on the Trans-Canada network were represented at the meeting by N. Nathanson, CJCB; G. A. Cromwell, CHSJ; Malcolm Neill, CFNB; J. M. Davidson, CKWS CFCH CJKL CKGB; J. G. Hyland, CJIC; W. A. Duffield, CKY; Bert Cairns, CFAC; R. E. White and Ian Clark, CFJC, and Jim Browne, CKOV.

Private stations on the Dominion network were represented by Major Wm. Borrett, CHNS; J. C. Nunn, CJFX; L. L. Smith, CJLS; Col. Keith Rogers, CFCY; F. A. Lynds, CKCW; C. S. Chapman, CKNB; A. Gauthier, CHLT; J. Shaw, CFCF; Dr. G. M. Geldert, CKCO; G. Archibald, CHOV; R. Wright, CFJM; J. M. Davidson, CHEX; B. J. Wright, CFPL; J. Beardall, CFCO; Ralph Parker, CFPA; Gerry Gaetz, CKRC; A. L. Garside, CJGX; W. A. Duffield, CKX; W. A. Speers, CKRM; A. E. Jacobson, CHAB; V. Dallin, CFQC; G. R. A. Rice, CFRN; Gordon Love, CFCN; Geo. Chandler, CJOR; and Jack Pilling, CHWK.

Bewhiskered Bit

BEARDS may be aids to identification, but friends of Bill Spier, CBS Hollywood producer, found one time when this wasn't true. Mr. Spier has a bearded bit role in "The Strangers" and friends expected to spot him easily. Such was not case when he appeared in room full of bearded men.

BBC Video Film

A 6,000-foot experimental feature film is under preparation by the BBC for television broadcasts. In a move which is regarded as a major development in British broadcasting, the BBC indicated that surveys have shown this method preferable to "live" broadcasts, due to technical and artist difficulties. Earlier reports that the film industry would deny the use of film for video productions proved erroneous. No official announcement from newsreel firms has been given regarding the status of television films.

Hearings Finished On McMillan Bill

Bamberger Counsel Says Act Would Impede Television

PASSAGE of the McMillan Bill (HR-5867) to forbid construction of television towers in residential areas of the District of Columbia would seriously impede development of television and FM, the House District of Columbia Committee was told last week by Harry S. Wender, counsel for Bamberger Broadcasting Service.

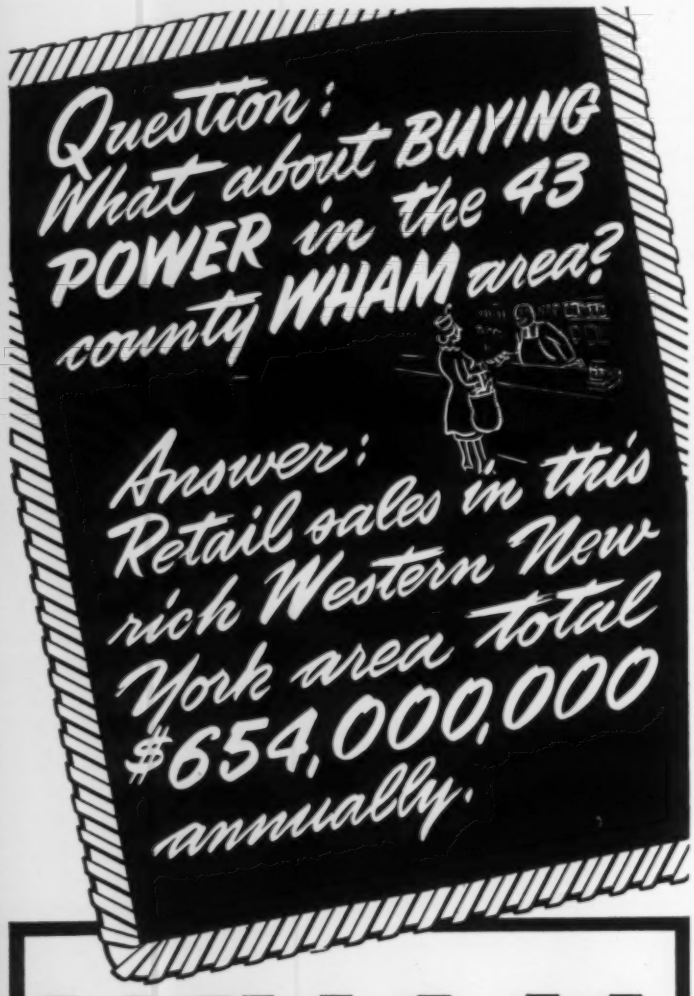
Approval of the bill would be "a tremendous step backward," Mr. Wender said as the committee closed a series of hearings on the measure. He added that such legislation inevitably serves as a model for state and local governmental bodies.

Recalling that a half-dozen D. C. municipal agencies had approved the project and that use of parks for towers had been refused, he pointed out that the bill would be meaningless if the Bamberger tower were erected 100 feet from the present site. Several owners of nearby residences have bitterly fought the Bamberger project, which is to be located on a piece of high ground adjacent to a residential area.

Though the zoning authorities and board of education had approved the site, opponents contended the 300-foot tower would be a hazard to pupils in a nearby school and to planes. W. J. McKenzie, Chief of Aids & Hazards, Civil Aeronautics Administration, said the CAA prefers towers in congested areas and added that planes are not allowed to fly less than 1,000 feet over such areas. He saw no special danger in the tower.

Julian Berla, of the firm of Berla & Abel, architects, described the tower and building plans and said the project would enhance the value of adjacent property.

CONTRACT for Federal Telephone & Radio Corp. 50 kw FM transmitter signed last week by Robert T. Convey, president of Thomas Patrick Inc., owner KWK St. Louis, which will begin operating first FM station in St. Louis. Delivery of transmitter and new Federal eight bay square loop antenna will begin in month.


Question:
What about BUYING POWER in the 43 county WHAM area?
Answer:
Retail sales in this rich Western New York area total $654,000,000 annually.

WHAM

ROCHESTER, N. Y.

Your Western New York Salesman

50,000 Watts • Clear Channel • 1180 on the dial • Affiliated with NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

BEST 50,000 WATT BUY OF THE WEEK

Jovial early-morning entertainer with a 10 year reputation for bringing results.

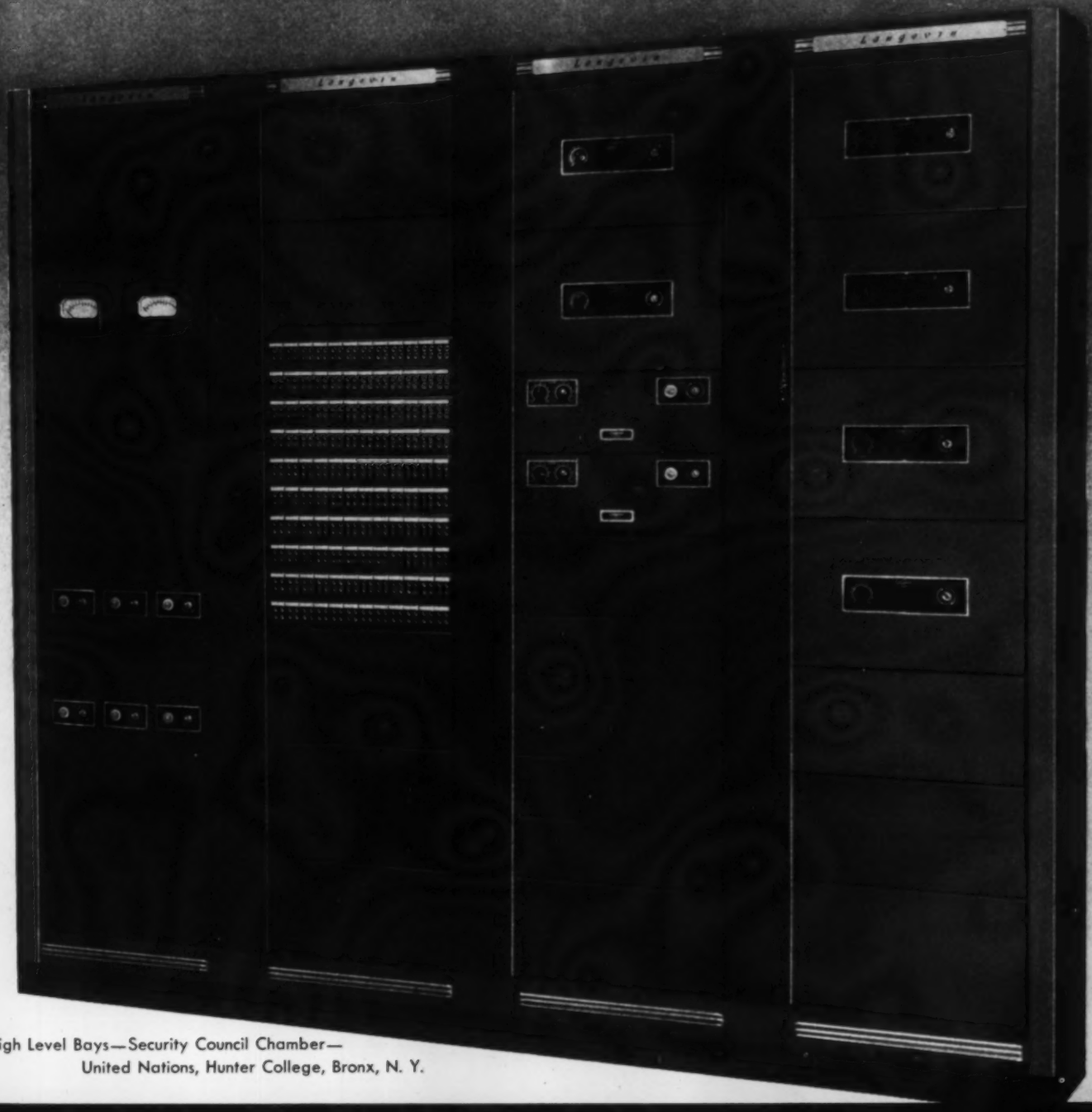
ART BROWN

Available on participation basis

WHN NEW YORK Rep. by RAMBEAU

Worthy of an Engineer's Careful Consideration...

From the simplest unit to a complete system . . . Langevin Audio Facilities are high in quality and dependable in performance.



High Level Bays—Security Council Chamber—
United Nations, Hunter College, Bronx, N. Y.

The Langevin Company
INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK, 37 W. 65 St., 23 · SAN FRANCISCO, 1050 Howard St., 3 · LOS ANGELES, 1000 N. Seward St., 38

Want an ideal test market?
Then it's WTAD, with its dominant coverage of both a rural and urban area.
930 K.C. 1000 WATTS CBS AFFILIATE
THE KATZ AGENCY, REP.
A Lee STATION

ALLIED ARTS

WOODY KLOSE, freelance producer and former head of daytime programs and writers at Young & Rubicam, has joined Frank Cooper Assoc., radio production and talent firm, as head of the New York office.

LEE SAVIN, assistant to the president of Musicraft Corp., New York, has been named manager in charge of sales for the company.

ARTHUR KURLAN, radio program packager, has established offices at 6030 Wilshire Blvd., Los Angeles.

KELSEY B. SWEATT, editor of "Massachusetts Educational News," has been appointed director of the Office of Radio, newly established division of the Massachusetts Department of Education, under Commissioner John J. Desmond Jr. Office will advise schools on use of radio in education. Department of Education for 16 months has been cooperating with WBZ Boston and WBZA Springfield in presentation of "Listen and Learn" series for in-school listening, Monday through Friday.

UNIVERSAL RECORDING Corp., Chicago, is now marketing a new, double-side non-breakable frequency record. Standard is recorded 33 1/3 rpm on one side and 78 rpm on the other. First cutting on each side is 1000 cycle reference with voice announcement identifying each frequency. Thirty seconds of blank grooves with a specified rumble content are included for testing playback equipment.

DANIEL McVEY, Director General of Posts and Telegraphs of the Government of Australia, has been appointed chairman of the board and managing director of the Standard Telephones and Cables Ltd. (Australian subsidiary of International Telephone and Telegraph Corp.), succeeding **HAROLD C. TRENAN** who is retiring. Standard Telephones and Cables has now completed negotiations for the acquisition of 75 acres of land near Sydney on which it expects to build an ultra-modern factory.

GEORGE JAY, business manager of Radio and Electronics Service Assn., Los Angeles, has resigned to freelance as m.c.-announcer.

VAL COLE, publicity director of KGFJ Hollywood, has resigned effective May 31. She will join Hollywood staff of Jay Farber Assoc., national publicity service, in mid-June.

JOE WEINER, formerly assistant art director of The Biow Co., San Francisco, has established his own agency in the Kohl Bldg., that city.

KEVIN SWEENEY, business manager of Fletcher Wiley Productions, Hollywood, is in New England states for several weeks to arrange start of combined "Sunrise Salute" and "Housewives Protective League" programs on ABC stations in that area on June 3.

WILLIAM ROUSSEAU, former Hollywood radio director of The Biow Co. and producer-director of CBS "Maisie" program, has been appointed director of Anson Bond Productions. He will direct Biblical and commercial films for that organization.

AFRA contract renewals have been signed with WHEC WEVD KLX KJBS WWDC.

BURTON C. BOATRIGHT, chief of technical production for AFRS, discharged from service as captain, has been named southwest field engineer of The Langevin Co. and is headquartered in Los Angeles. Under special arrangement he also handles broadcast equipment for General Radio Co.

MEL ADAMS, formerly in charge of New York publicity for RCA Manufacturing Co., and released from AAF, has opened a public relations office at 18 E. 41st St., New York.

GEORGE F. MEREDITH, associate director of public relations of National Association of Manufacturers, resigns effective June 1 to open a public relations office in Los Angeles.

PHILCO Corp., Philadelphia, has dissolved two more wholly-owned subsidiaries, Philco Products Inc. and Watsontown Cabinet Co., in a further move for corporate simplification. Watsontown becomes Watsontown Cabinet Division and Philco Products will handle distribution.

JOHN HOLBROOK, WGN Chicago announcer and producer, resigned last week to join Teleways Radio Production, Hollywood.

STANLEY HECK, formerly in the purchasing department of National Research Corp., Boston, has been named director of public relations and personnel.

JANE LIPPOLD of Dutton-Lippold, Chicago publicity firm, was married May 11 to Hardy Holter of American Can Co.

MARSHALL R. STOECKER has been appointed manager of the replacement parts section of the RCA Victor Division of RCA, Camden, N. J.

J. J. NANCE, for five years vice president of Zenith Radio Corp., Chicago, has been appointed to the president's staff of General Electric Co., New York.

PROGRAMS

(*Continued from page 74*)

was presented, 9-9:30 p.m. Show related story of the testing and guidance center at NYU to which the Veterans Administration refers ex-servicemen for vocational guidance. Future programs will be devoted to law, science, research, teaching and student relationships. Series is placed direct.

Double Participation

DESIGNED for studio audience as well as listeners, new CBS Western Division audience participation program, "Free For All," invites listeners to describe long-sought articles in letters. When letters are read, blanks replace specific mention of articles. Audience participant guesses fill-in. Correct answers bring prize for studio participants and use of letter brings writer his desire.

Fly Control Series

SERIES of informative broadcasts has been scheduled by KIDO Boise, Idaho, in cooperation with the University of Idaho in the state's anti-fly campaign. County agents are being interviewed on subject of fly control. Musical series started by KIDO, "Stories of American Music," includes little known incidents in the lives of American composers.

Veterans Business

NEW VETERANS series, "G.I. Joe, the Boss," has started over KRNT Des Moines, Iowa, to encourage development of veterans' businesses under the G.I. Bill of Rights. Program, produced and conducted by Charles McCuen, an ETO Army veteran, interviews veteran businessmen.

WTAG Animal Program

PROGRAM dedicated to the work of the Animal Rescue League has been started by WTAG Worcester, Mass., as a public service feature. George Foxhall, president of the Worcester league branch, conducts programs, discussing various phases of the organization's work.

Unity of Music

SERIES featuring music of the United Nations will start on NBC June 6 replacing "Story of Music," Thurs. 11:30 p.m., titled "Concert of Nations."

Youth Forum

NEW weekly feature over WTTM Trenton, N. J., is "Youth Forum," conducted by students from four Trenton high schools under direction of faculty advisers.

Record Available

ACCEPTANCE of 91 Miami men and women into U. S. citizenship at final hearing before Judge John W. Holland of U. S. District Court has been prepared by WQAM Miami into 30-minute transcription form from its broadcast of the proceedings. Record has been made available to Southern Florida educational institutions for use in civic and government classes.

Flowers Awarded

KNOWN as "Musical Corsage" on KGFJ Hollywood, new program weekly presents orchids and gardenias to listeners who guess titles of featured tunes. Flowers are provided by sponsor, Al Leon, Hollywood florist.

Covers Festival

INDIVIDUAL group numbers as well as massed chorus numbers of the annual District Music Festival held in Valley City, N. D., were broadcast direct by KOVC Valley City.

Veterans Aid

NEW feature of "The King Street Kwiz Klass," aired by WCSC Charleston, S. C., is interview with veterans to help them secure jobs and homes.

WHAT A WALLOP!

. . . in this fertile GREAT LAKES' market

Geographic conditions make WMAM the *only* station plainly heard at all times in Northeastern Wisconsin and Upper Michigan. Located at 570 on the dial (a time buyer's dream), this station delivers one of the strongest signals of any 250 watt station country-wide! You virtually receive 5000 watt coverage at 250 watt rates! You can't cover Upper Michigan or Northeastern Wisconsin with any other one station! Our Hooper survey proves that—send for complete information.

Marinette WMAM *Wisconsin*

BRANCH STUDIOS: *Iron Mt., Mich.* • *Sturgeon Bay, Wis.*
JOSEPH MACKIN: *General Manager*

Representatives: Howard A. Wilson Co. • Chicago • New York • San Francisco • Hollywood

PHILADELPHIA'S No. 1 *Station*

FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL

10,000 Watts **WIBG**

REPRESENTED Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

"DON'T WORRY, DEAR, A NERN STATION SAID THIS NEW WAX WOULD PROTECT A FLOOR AGAINST ANYTHING."

Surprising how serene one's daily life becomes when NERN leads the way. Is the little woman perturbed? Of course not! As for Junior, he's been a NERN addict since birth. Fed and clothed on a NERN station's advice, he takes everything in his stride — a wide, blissful stride, if you ask us. Father, too, is NERN-conscious in a more practical but none the less devout way. After all, didn't he make Junior a birthday present of those skates because a NERN station gave him the idea?

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDC	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation's retailed goods are consumed annually.
New England — where 11% of the capital resources of U.S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296.

No line charges.

Free studio facilities in Boston, Hartford or New York

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta
Detroit San Francisco Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

HARTFORD, CONNECTICUT

Medals Galore

"MOST DECORATED" veteran in radio is the title claimed for William H. Spencer, formerly of WIZE Springfield, O., who has been named commercial manager of WTOD Toledo. A discharged major from the AAF, where he was a navigator-bombardier, he holds the Silver Star, Distinguished Flying Cross with one cluster, Air Medal with nine clusters and Purple Heart with one cluster.

WAB Plans Sessions

WESTERN ASSOCIATION OF BROADCASTERS is to hold its annual convention Aug. 5 and 6 at Harrison Hot Springs, B. C., reports WAB president Dick Rice, CFRN Edmonton. "One aim of the 1946 meeting is to bring together all advertising agency men located in western Canada, so that a closer acquaintance will be obtained between the branch office managers of the agencies and the station operators," he states. The WAB meet had previously been planned for Lake Louise or Banff, but limited accommodation at these resorts decided the WAB to hold its meeting at Harrison Hot Springs where the 1941 meeting was held.

QUEEN of the Automotive Golden Jubilee, Mary Grace Simescu (l), tells Mary Morgan, fashion and beauty editor of CKLW Windsor-Detroit, how it feels to receive such an honor. According to CKLW, the "Queen's" broadcast scooped all other local outlets. Jubilee will be held in Detroit May 29 - June 9.

AWD 1ST DISTRICT MEETS JUNE 15-16

ANNUAL Conference of 1st District Women's Directors of the NAB will be held June 15-16 at Hotel Wentworth-by-the-Sea, Portsmouth, N. H.

The meeting, to be built around the theme "Women's Responsibility in the Communicative Arts," will confer on food conservation, the group's first quarter report, and the theme for the second quarter's work which will be keyed to the United Nations Week in September.

Guests of Honor

Guests of honor at the main event of the conference, a luncheon June 15, will be New Hampshire's Governor and Mrs. Charles M. Dale; Mrs. Lefill Dickinson, president, Federation of Women's Clubs, Keene, N. H.; Helen Hussey Champlin, national president, Federation of Garden Clubs, Rochester, N. H.; Hilda Hundley, national president, Navy Wives Clubs, Portsmouth, N. H.; Sen. H. Styles Bridges (R.-N. H.); Harold Stokes, president, U. of New Hampshire; Rt. Rev. John Dallas, Episcopal clergyman, Concord, N. H.; Very Rev. Matthew Brady, D.D., Roman Catholic bishop of Manchester; and The 1946 Mothers of each of the six New England states.

A meeting on conference plans was held May 17 in Boston by Nell Daugherty, WSTC Stamford, 1st District chairman; Lee Spencer, WHEB Portsmouth; Mildred Bailey, WCOP Boston, first vice president of the women directors of the NAB; Evelyn Howe and Marie Houlahan, both of WEEI Boston; Louise Morgan, WNAC Boston; Kay Harrison, WCOP Boston; and Bertha Bannan, station representative.

Appointments at the meeting included naming of Bertha Bannan to membership chairmanship, and Marie Houlahan, Phyllis Doherty of WNAC, and Kay Harrison to the publicity committee.

Radio Fellowships Given 10 Ministers

Summer Institutes to Be Held By NBC, Universities

TEN WINNERS of the 1946 Religious Radio Fellowships offered by NBC and the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian U.S.A. Churches, to ministers and other religious leaders for advanced study is radio techniques, was announced last week by Dr. James Rowland Angell, NBC public service counselor.

The fellowship provides recipients with the opportunity to study at one of the summer radio institutes conducted by NBC in cooperation with Northwestern U., U. of Chicago, U. of California, Los Angeles, and Stanford U., Palo Alto, Calif.

Winners selected on a non-sectarian basis, are:

Dr. J. Edward Carothers, minister of Calvary Methodist Church, Albany, N. Y.; Rev. J. H. A. Warr, Kootenay Presbytery, Creston, B. C.; Rev. Clifford R. Lanman, member, Radio Committee, Indianapolis (Ind.) Federation of Churches; Rev. James Comfort Smith, acting news commentator, Sacramento, Calif. Council of Churches; Rev. William H. Ruhl, chairman, Radio Committee, Portland (Ore.) Council of Churches; Charles Bryant, writer, producer and announcer of religious programs presented by Tacoma (Wash.) Council of Churches; Rev Louis A. Gales, supervisor of *Catechism Comes to Life* over KSTP Minneapolis-St. Paul; Rev. Edward H. Jensen, radio chairman, San Antonio (Tex.) Council of Churches; Rev. John G. Hindley, radio chairman, Ashtabula (O.) Ministerial Assn.; Rev. Robert L. Main, Will Rogers Memorial Methodist Church, Tulsa.

WLIB Women's Show

WOMEN'S program, "The Knowing Mr. Newgold," started May 20 on WLIB Brooklyn, Monday through Friday 10:15-10:45 a.m. Program features discussions by Wilbert Newgold on homemaking, food preparation, vocational guidance and other subjects of interest to women.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
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District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS
1031 N. ALVARADO - LOS ANGELES 26, CALIF

TOWER SALES & ERECTING CO.
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Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
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YOUR FIRM'S NAME in this "vacancy" will be seen by 12,000 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

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Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

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Atlanta, Ga. ATwood 3328

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Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
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1730 Connecticut Ave., N. W.
Washington, D. C. ADams 3711

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CONSULTING RADIO ENGINEERS
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1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

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1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

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Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
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Radio Engineering Consultants

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CONSULTING RADIO ENGINEER
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New Orleans 12, Louisiana

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811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

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Allocation & Field
Engineering
20 Algoma Blvd.
Oshkosh, Wisc.
Ph: Blackhawk 22

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Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

LAMAR A. NEWCOMB
Consulting Radio Engineer
703 Albee Bldg. REpublic 3931
Washington, D. C.

BROADCAST ENGINEERING SERVICE
CONSULTING RADIO ENGINEERS
FM AM TV
Riggs Natn'l Bank Bldg. Washington
14th & Park Rd. D. C.

SPONSORS

SIDNEY SCHAFFER, director of media for Buchanan & Co., New York, has been appointed director of media and printed advertising at Columbia Pictures Corp., New York, effective June 17. He replaces **SIDNEY G. ALEXANDER**, who has become eastern director of publicity and advertising for David O. Selznick.

HUNT FOODS Inc., Los Angeles (canned food products), has purchased physical assets of Drew Canning Co., Campbell, Calif. Hunt Foods had previously acquired California Conserving Co. and Guggenhime Co., making it one of the West's largest food concerns. Young & Rubicam, Hollywood, services Hunt Foods accounts.

BIGELOW FILMS, Oakland, Calif., has appointed Ad Fried Adv., Oakland, to handle national advertising. Radio will be used.

COCA-COLA Co. will start sponsorship of a three hour broadcast of football games on Saturday and Sunday, a sports commentary Sun. 7-7:30 p. m. and a daily sports news program, 10:45-11 p.m. on Radio Tupi, PR162 Sao Paulo, Brazil. Contracts were made on behalf of Coca Cola through McCann-Erickson's Sao Paulo office.

PHILLIPS & BENJAMIN Co., New York, (Sno Mist deodorant), has appointed Compton Adv., New York, to handle its advertising campaign. Radio may be used in six months.

JOE BALESTRIERI & Co., San Francisco (Balco fresh-frozen foods), has appointed Abbott Kimball Co., San Francisco, to place advertising.

CAPITOL RECORDS Inc., Hollywood, has appointed Dunn-Fenwick & Co., Los Angeles, to handle national advertising for records and transcription division. Packard-Bell Co., Los Angeles (radio receiver sets, phonocords), has also appointed agency to service account nationally.

RAAMELL of California, Los Angeles (manufacturer feminine rainwear), has appointed Jere Bayard & Associates, Los Angeles, to place advertising.

LYNN FALCH, formerly account executive of L. C. Cole Adv., San Francisco, and prior to Navy service with McCann-Erickson in similar capacity, has joined advertising department of California Canning Peach Growers Assn., San Francisco (cooperative).

FRASER & JOHNSTON Co., San Francisco (manufacturer heating equipment, Biltwell frozen food storage and display cabinets), has appointed The Conner Co., that city, to handle national advertising.

CRONHOLM MANUFACTURING Co., Portland (electric heating furnaces), has appointed Roscoe W. Segar Adv., Portland, to handle national advertising with campaign planned in markets where low electric rates prevail.

MARVEN'S Ltd., Moncton, N. B. (cakes and biscuits), has started half-hour transcribed weekly program on CFNB CFJX CJLS CKNB and plans to expand in the autumn with four more stations in Maritime area. Agency is Harold F. Stanfield Ltd., St. John.

N. B. CANADA REX SPRAY CO., Toronto (insect spray), has started spot announcements five times weekly on a number of Canadian stations. Agency is Ronalds Adv., Toronto.

M. FRED CARTOUN, vice president in charge of sales and advertising of the Longines-Wittnauer Watch Co., has been elected chairman of the board, and treasurer and chief executive officer succeeding the late **MORRIS GUILDEN**.

LAUREN OF CANADA, Toronto (cosmetics), has appointed Baker Adv., Toronto, as agency.

UNITED DRUG SUPPLY Co., Philadelphia, has named J. M. Korn & Co., that city, to handle account for Betty-Rose cosmetics.

PARTY-SNAX FOOD PRODUCTS Co., Los Angeles (party food products), has appointed The Tullis Co., Los Angeles, to handle advertising. Spot radio campaign is being considered in Los Angeles and San Francisco areas.

WESTERN PACIFIC RAILROAD, San Francisco, has appointed Hannah Adv., San Francisco, to handle its advertising effective June 1. Radio is considered. Company will promote its western scenic route.

Mrs. Gilbert Appointed

MRS. ETHEL B. GILBERT, formerly with NBC program department in New York, has been appointed OPA deputy administrator for information, effective June 14. With OPA since 1942, Mrs. Gilbert has been director of the office of industry advisory committees for two years. She was with NBC for eight years as sales representative in the program department assigned to advertising accounts. She succeeds Robert R. R. Brooks at OPA. He is returning to Williams College as dean after a five-year absence.

Records Compared

YESTERDAY'S and today's recordings of well known orchestras are compared on new program started by KYW Philadelphia in Sat. 1:45-2 p.m. period. Series is conducted by Bob Benson.

Ad Reprint

ADVERTISEMENT from the April issue of Fortune has been reprinted in promotion folder form by Westinghouse Radio Stations Inc. Reproduction of Fortune cover is used on cover of folder.

Godofsky Will Construct Nassau Co. Radio City

PLANS for a radio center in Hempstead, L. I., to be known as "Nassau County Radio City" were announced last week by Elias I. Godofsky, holder of a conditional grant for a community FM station with call letters WHNY. Mr. Godofsky, former president and general manager of WLIB New York, expects the station to be on the air by Jan. 1, 1947.

Designed for expansion to house future television and facsimile broadcasting, the center will provide modern FM studios and offices. Construction will be of concrete, glass brick and other materials permitted under CPA limitations. Mr. Godofsky plans an 8-hour broadcast day when the station begins operation but expects to increase the schedule shortly afterward, developing programs using local talent.

MONEY TO OPERATE WNYC IS ALLOCATED

SURVIVAL of WNYC, New York's municipally-owned broadcasting station, for the 1946-47 fiscal year was assured financially last week when the city council adopted a budget which included, for the operation of WNYC, an allocation $11,000 greater than it received in 1945-46.

This year's council deliberations on the budget were not marked by the squabbles that had prevailed during the recent administration of Mayor Fiorello H. LaGuardia, whose custom it was to broadcast what some of his council opposition described as "political" talks over the city station. Mayor William F. O'Dwyer, his successor, has not followed Mr. LaGuardia's example.

WNYC's budgetary provision amounted to $137,000, with a special fund of $1,200 added to enable it to transfer its FM transmitter to new frequencies.

WONS Clock

TO PROMOTE new call letters of WONS Hartford, Conn., Manager Ralph D. Kanna has presented Governor Raymond E. Baldwin of Connecticut with an electric desk clock, inscribed "WONS Time."

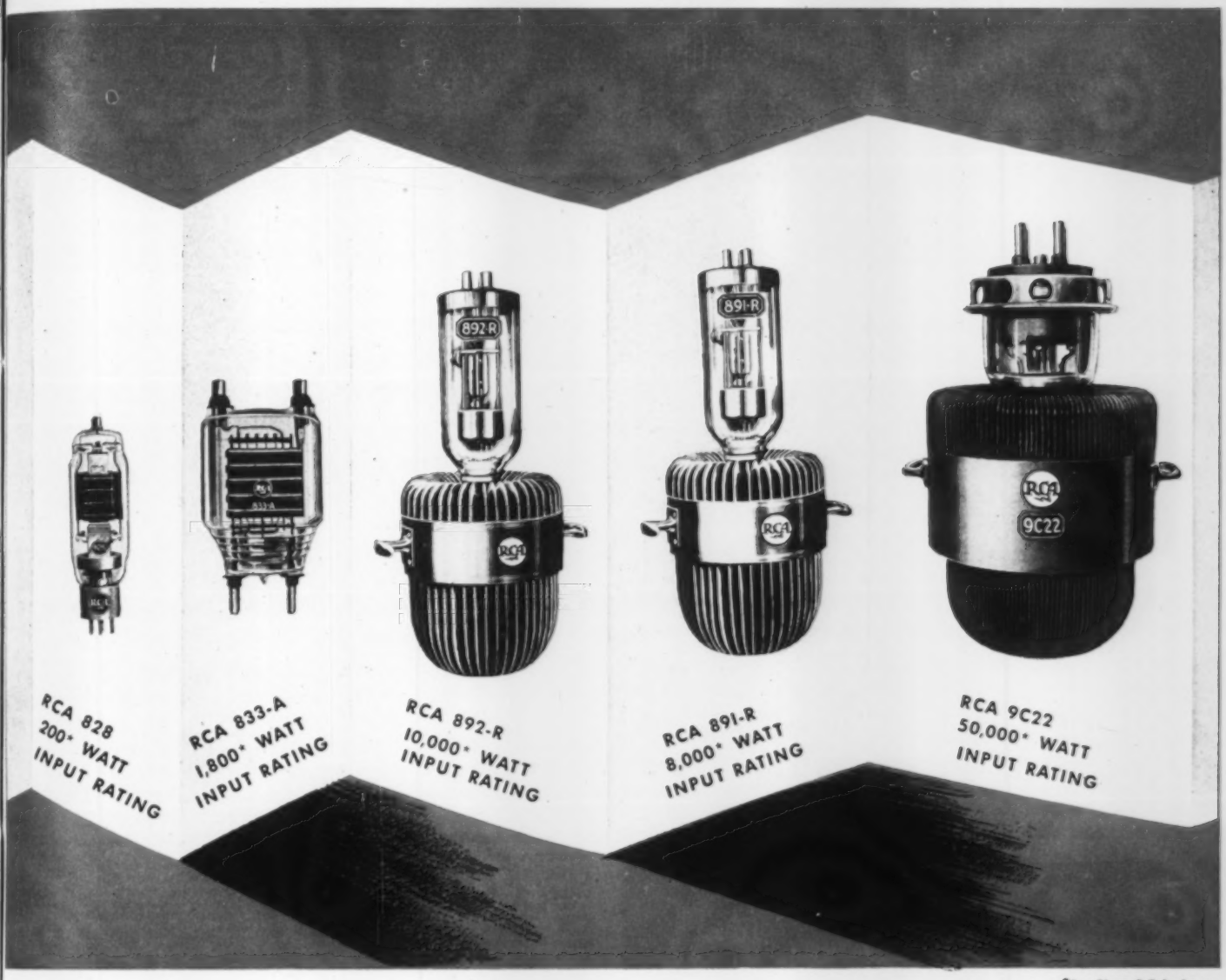
WDAY'S FARM ADVICE SHORE PAID OFF!

Each week WDAY broadcasts many special programs aimed at helping the farmer raise better crops. Does this get results? Well, here's what the most recent Conlan Survey showed:

WDAY FARGO, NORTH DAKOTA N.B.C.
FREE & PETERS, Inc. National Representatives

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.



*For Class C Telephony

The Standard of Comparison in AM Broadcasting

YEAR AFTER YEAR, these RCA-developed power tubes set the pace in value, performance and quality in AM broadcasting. No tubes offer a better example of engineering excellence coupled with true operating economy.

Today, hundreds of these tubes are demonstrating their long life and dependability in broadcasting service—other hundreds in industrial electronic heating equipment.

The ever-increasing demand for these tube types has permitted RCA to introduce improved manufacturing and quality-control techniques that have resulted in greater performance for the same dollar.

Comparison will convince you that, when renewal tubes are required for your transmitter, you'll gain by specifying RCA.

For technical data on any RCA tube type, write RCA, Commercial Engineering Department, Section B-2E, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

No. 5 of a Series

In West Virginia

Charleston-Kanawha is the state's only one hundred million dollar market with Retail Sales of $107,073,000. Equal to the total of the state's other two leading counties combined.

THIS IS MY HOME

KANAWHA COUNTY

WGKV

CHARLESTON, WEST VA.

Charleston's Quality Station
NBC AFFILIATE
Represented Nationally by Joseph Hershey McGillvra, Inc.

PROMOTION

M. WAYLAND FULLINGTON, program director of KWTO Springfield, Mo., has been placed in charge of sales promotion for WKTO. **WILLIAM McCORD**, before AAF service announcer at WLW Cincinnati, succeeds him as program director.

MAXEY WALL has been appointed merchandising assistant to **SAMUEL R. WHITE**, promotion manager of WIBC Indianapolis. Before AAF service Mr. Wall was with advertising and circulation departments of Indianapolis News.

JACK NEWMAN has joined WEAF New York as assistant promotion director.

BOB DAVIS, former trade news editor of NBC press department, New York, has been appointed publicity director of WEAF-NBC New York. **JOSEF C. DINE**, former associate editor of Tide Magazine, has been named NBC trade news editor.

JOHN McENROE of NBC Hollywood press department has received a cluster to his Bronze Star medal.

WILLIAM GOLDEN rejoins CBS as art director after 40 months of service with the Army.

EDWARD F. EVANS, research director for ABC, and **ELIZABETH MOORE**, senior research assistant at ABC, were married May 16 in New York.

FRED REINHARDT, station relations director of WJPF Herrin, Ill., has been elected commander of Herrin Prairie Post 645 of the American Legion. He will be installed in office May 28.

CHARLES P. HAMMOND, NBC director of advertising and promotion, May 25 was to participate in a panel discussion of media analysis at the annual convention of International Affiliation of Sales and Advertising Clubs, Pittsburgh. He was to be accompanied by **CHARLES B. H. VAILL**, NBC manager of network sales promotion.

Yardstick

CKWX Vancouver, B. C., following months of research and experiment, has developed a "Promotion Yardstick," a standardized program promotion service, which it has copyrighted. Yardstick guarantees the national advertiser planned promotion to fit individual program requirements; continuous program on a carefully pre-arranged schedule, and equitable promotion shared by all CKWX program advertisers on a basis of contract value. Scoring is done on a points basis with bonuses for listener appeal and public service of program. Advertiser knows in advance how much promotion he will receive as a minimum before he signs with the station. CKWX reports to advertiser regularly on promotion activities for his program. Promotion is in charge of Don McKim, who recently joined the station after discharge from the RCAF.

Miles Labs. Contest Winners

A COUNTRY SCHOOL teacher, Mrs. Edith Binker, was selected as "Best School Teacher of 1946" in nation-wide contest conducted by Miles Labs. on ABC "Quiz Kids." Mrs. Binker, who teaches upper grades at the Warren Township School, Somerset County, N. J., was selected on the basis of a letter written by a former student, and was awarded $1,000 and a year's scholarship with all tuition and expenses paid on the May 26 broadcast of the "Quiz Kids" program. Mildred Mills, a teacher in Paris, Ill., was awarded second prize and received $1,500.

Will Run Farm

MYRON J. BENNETT, KRNT Des Moines early morning man, will run a 10-acre farm for an elderly couple who won the KRNT contest, "A Vacation Free from M.J.B." Mrs. John Kelly of Altoona, Iowa, wrote the winning letter on the subject "I need a vacation because . . ." As a result, she and her husband will vacation in Ontario, Canada, with all expenses paid. Mr. Bennett's 6-8:30 a.m. broadcast will originate from the Kelly farm during the two-week period.

'True Story' Contest

LIBBY, McNEILL & LIBBY, Chicago, is offering listeners of "My True Story," five days weekly 9-9:25 a.m. (CDT) on ABC, an opportunity to win one of 1,100 prizes ranging from automobiles to nylons. Contest runs May 20 through June 18. Contestants are asked to write in 150 words or less "Why I Like 'My True Story'." First prize winner will receive a Lincoln automobile; second prize, a Mercury; third prize, a Ford. Other prizes include washing machines, radios and 1,000 pairs of nylons. Agency is J. Walter Thompson Co., Chicago.

Soap Box Races

AT INVITATION of Charlotte (N. C.) News, WAYS Charlotte is participating in the promotion of the 1946 Charlotte Soap Box Derby, part of annual national event curtailed since 1941. Charlotte Derby is set June 27. Interviews and other special programs are planned. WAYS also is publishing monthly listener magazine, "The WAYS Listener," which contains behind-the-scene stories of radio at work. Station and ABC news, features and photographs are included.

'Mike' Pins

MINIATURE silver-colored microphones in pin form have been distributed to all staff members of WWRL Woodside, N. Y. The inch high "mikes" bear the WWRL call and the station's 1600 kc position. License plates bearing similar information have been issued to all staff members owning automobiles.

Merchants Display

TO PROMOTE CONSUMER goodwill and to promote slogan, "Keep faith in a great buying future," WOKO Kokomo, Ind., is sponsoring merchants display show at local armory during June. Non-profit institutional exhibition will compose product display booths with all local dealers and merchants participating and will feature free entertainment as well as local broadcasts.

Souvenir Cards

COMBINATION souvenir postcards and tickets for the weekly broadcasts of Bob Wills and his Texas Playboys over the ABC Pacific network have been developed as an audience promotion and merchandising stunt for the Fisher Flouring Mills show broadcast from the Oakland Auditorium. Tickets are distributed weekly at 10 different Bay Area locations. In addition Fisher salesmen distribute 1,000 tickets each week.

Success Stories

PACIFIC Northwest Broadcasters, regional group, has distributed folders Nos. 10 and 11 in its series of success stories on radio advertising. No. 10 concerns use of KXL Portland, Ore., by Corbin's Optical Center, Portland, and No. 11 tells of KGIR Butte, Mont., and Comer's Confectionery Inc., that city. Both folders include coverage map of PNB stations.

Jingle Promotion

FOLDER promoting the musical and dramatic spot services of Kasper-Gordon, Boston, has been distributed by the transcription firm. Titled "Sing a Song of Jingles," cover message is in jingle form. List of advertisers who already have used service is presented along with typical spots of certain clients.

Calorie Chart

IN LINE with current food conservation campaign, Fisher Flouring Mills Co., Seattle, is offering its "Calorie Chart" to listeners through three programs, "James Abbe Observes," five weekly news commentary, and "Bob Wills and His Texas Playboys" on ABC western stations and "Fisher's Friendly Hour" on Don Lee Pacific stations.

WBAL Folder

STORY of the "supersalesman" who " 'sells' through the air with the greatest of ease," is related in a promotion folder prepared by WBAL Baltimore. Stating that "there's more selling through WBAL than meets the ear," folder notes sales promotion and merchandising department activities.

WNHC Exhibition

WNHC New Haven, Conn., June 3-8 inclusive sponsors the "Exposition for Better Living" at the Connecticut State Armory, New Haven. Station will set up a broadcasting booth on the armory floor and originate daily programs as well as special features connected with exhibitors.

Paper Weight

TAYLOR-HOWE-Snowden Radio Sales is sending bronze circular paper weights to agencies and accounts. Paper weight bears caricature of Ted Taylor in cowboy attire at a microphone.

Record Jacket

CKEY Toronto has designed a record jacket as a souvenir of its daily "Club 580" program on which it gives away every day over 20 records.

KSAN Sponsor List

USING slogan "You can judge a radio station by the company it keeps," promotion piece issued by KSAN San Francisco lists advertisers and agencies now using station's facilities.

neither too BIG . . .

. . . nor too SMALL . . .

KTUL COVERS THE MONEY MARKET OF EASTERN OKLAHOMA Just Right!

• WRITE FOR INFORMATION

KTUL CBS John Esau GENERAL MANAGER

5000 WATTS TULSA, OKLAHOMA

FREE AND PETERS, National Representatives

A NEW 3½ BILLION DOLLAR OIL DISCOVERY!

Rangely, Colorado lies within the Primary Service of

KFXJ

GRAND JUNCTION

Wheeler

(*Continued from page 15*)

are given both sides of every controversial issue. He pointed out that the Communications Act gives to licensees the sole responsibility of determining what should go on the air. Licensees are not performing in the public interest, he feels, when they permit "government departments and commentators to constantly broadcast one side of an issue."

Senator Wheeler believes broadcasters should make sure that when news of pending legislation is broadcast both sides are presented fairly. In cases where a commentator or a Government spokesman urges support for or defeat of pending legislation, the opposition should have equal time to present the other side, he added.

Present Both Sides Fairly

"Commentators speak about freedom of speech," said Senator Wheeler. "I'm all for freedom of speech and all the other freedoms that are necessary to maintain a democratic republic. But you haven't got freedom of speech over the air when a wavelength is owned by a particular radio station or a particular chain and they constantly permit one-sided propaganda to go out to the people over the country."

"We cannot maintain a democratic government if departments of Government and commentators constantly go on the air and criticize Congress without giving members of Congress an opportunity to defend themselves and present their views," Senator Wheeler asserted. "The only way to maintain a democratic government is for the people to hear both sides of the issue.

"It seems to me it is up to the broadcasting companies to correct this situation. If they don't, Congress should enact legislation to compel them to."

Elaborating on his views about propaganda on the air, Senator Wheeler said he felt "we must not have shortwave used for propaganda purposes in other countries."

He expressed the view that international shortwave stations should be used by the Government only to present the United States foreign policy.

Senator Wheeler opposes continuance of the old Office of War Information in any form, he said, adding: "So many times the particular person speaking for the OWI does not present the views of this Government. If he criticizes some other nation, it stirs up animosity towards the United States."

Might Be an Exception

The Senator said there "might be an exception" where "one country is sending propaganda here." If propaganda by shortwave is found necessary, "it should not be done by the OWI, but by responsible people in the State Department," said Senator Wheeler, "only after approval by the Secretary of State, who knows the foreign policy of this Government. Certainly it should not be left to some irresponsible person."

Senator Wheeler's statement followed his off-the-record address Monday at a luncheon given by the NAB for Alfred C. Paddison, president of the Australian Federation of Commercial Broadcasting Stations (see story this page).

Even as Senator Wheeler expounded his views on "one-sided propaganda" on domestic stations, Rep. John Taber (R-N. Y.), in the House charged that the OPA sent out a newsletter dated April 29, "from Paul A. Porter, Administrator for the OPA which is clearly propaganda in violation of the law."

CRASH COVERAGE
On-the-Spot Descriptions Given by WRVA, WMBG

ON-THE-SPOT accounts were aired by WRVA and WMBG Richmond when a Viking Air Transport plane crashed near Richmond killing all 27 aboard.

Bill Willis, WRVA publicity director, gave an eye-witness account in an interview at 9:45 a.m. with Sam Carey, program service manager. At 10 a.m. William R. Nelson, commentator, and Alden Aaroe, announcer, presented a shortwave broadcast from the scene of the crash, using WRVA's shortwave station WCLA. William Walton, a mechanic at the WRVA transmitter a few miles from the scene of the crash, was said to be the first person to reach the wreckage.

WMBG special events staff members arrived at 9 a.m. and wire-recorded a description of the crash scene and the removal of the bodies of the victims, for a 15-minute broadcast. The station augmented its coverage with news bulletins as developments occurred.

AUSTRALIAN GIVEN LUNCHEON BY NAB

THE NAB last Monday gave a luncheon at the Mayflower Hotel in Washington in honor of Alfred C. Paddison, president of Australian Federation of Commercial Broadcasting Stations, and George E. McCauley, accountant for the federation and other commercial interests. In off-the-record impromptu remarks, Sen. Burton K. Wheeler (D.-Mont.) and Rep. Clarence J. Brown (R.-Ohio) reiterated their opinions of one-sided propaganda on the air [BROADCASTING, May 13]. (See story page 15.)

Others present were: Justin Miller, A. D. (Jess) Willard Jr., C. E. Arney Jr., Robert Bartley, Don Petty, NAB; Rep. Richard F. Harless (D.-Ariz.); Eugene Meyer, publisher of *Washington Post* and owner of WINX; Wayne Coy, vice president and general manager of WINX; Charter Heslep, WOL-Mutual; Carleton Smith, Frank M. (Scoop) Russell, WRC-NBC; Carl Burkland, WTOP - CBS; Ben Strouse, WWDC.

Feltis to Speak

HUGH FELTIS, BMB president, is to be guest speaker at luncheons at Montreal, June 3 and Toronto June 4 to tell Canadian advertising executives how the Canadian BBM will help advertisers and agencies. He will be guest of Association of Canadian Advertisers.

WLAW reaches: Nearly two million listeners—A two billion dollar market—A lucrative THREE state area in New England. Let us send you facts and figures on this market.

5000 WATTS 680 K.C.

50,000 Watts . . . SOON!!

Basic Station

American Broadcasting Co.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

Never before in all of our 20 years . . . have we been so thoroughly entrenched in the Number 1 position.

1ST IN LISTENER AUDIENCE
1ST IN PUBLIC SERVICE
1ST IN VOLUME OF BUSINESS

WIOD MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS

JAMES M. LeGATE, General Manager

5,000 WATTS * 610 KC * NBC

BOY! WHAT A CURVE!

—and we're not talking about baseball or women. It's the exciting swing across, up and out the right upper corner of your sales chart—the direct result of WAIR's tremendous influence in this golden market.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ

W. H. BEECUE

Memphis — E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

American Broadcasting Co.

Represented by John BLAIR & CO.

Durr

(Continued from page 16)

garded by many as the onset of FCC's assumption of jurisdiction in the program field, made clear the Commission's belief that:

"Under the American system of broadcasting it is clear that responsibility for the conduct of a broadcast station must rest initially with the broadcaster. It is equally clear that with the limitations in frequencies inherent in the nature of radio, the public interest can never be served by a dedication of any broadcast facility to the support of its own partisan ends. Radio can serve as an instrument of democracy only when devoted to the communication of information and the exchange of ideas fairly and objectively presented.

Public Interest

"A truly free radio cannot be used to advocate the causes of the licensee," the decision continued. "It cannot be used to support the candidacy of his friends. It cannot be devoted to the support of principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate.

"Freedom of speech on the radio must be broad enough to provide full and equal opportunities for the presentation to the public of all sides of public issues. . . . The public interest—not the private—is paramount. These requirements are inherent in the conception of public interest set up by the Communications Act as the criterion of regulation. And while the day-to-day decisions applying these requirements are the licensee's responsibility, the ultimate duty to review generally the course of conduct of the station over a period of time and to take appropriate action thereon is vested in the Commission."

Never Appealed

NAB President Miller, whose comments on the Mayflower decision at the IER meeting evoked Commissioner Durr's statement of his own position, repeatedly has stated at NAB district meetings that he thought the decision was ill advised, ill conceived, and contrary to law. The case, incidentally, was never appealed to the courts. Judge Miller didn't know about the opinion until after he assumed the NAB leadership.

President Miller has maintained on many occasions that because of the Mayflower decision and the subsequent WHKC-CIO case, relating to the sale of time to a union and censorship of programs of a controversial nature, broadcasters are afraid of FCC's wrath. He contends that broadcasters "acquiesced" in the judgment of the Commission in these cases, and argues that they should be assured of "freedom from fear" and should excercise their Constitutional right of expressing their views.

Despite the Mayflower decision, some stations in isolated instances have taken up the editorial cudgels in certain local issues. Such campaigns as those for better drinking water, venereal disease control and other civic issues having no direct partisan or political implications have been carried on. Strict application of the Mayflower opinion, according to lawyers, might effectively block even these campaigns as coming within the "editorial" scope.

Good Pinchhitter

WHEN an operational failure prevented at the last minute a scheduled pick-up of interviews from Mexico City on NBC's *"We the People"* May 18, the show's master of ceremonies, Milo Boulton, hurriedly drafted a regular actor in the cast to be interviewed. It turned out that the actor, Ray Morgan, had a story worth telling. He's now studying for the ministry, and during the war he conducted services at a Congregational church whose pastor was on duty as an Army chaplain.

FIRE ON KVOA

Station Covers Conflagration From Airplane

LISTENERS all over Arizona heard an eye-witness description of the recent fire in the Catalina mountains direct from a plane flying over the scene. KVOA Tucson sent up Walfred Johnson, newsman, and Howard Chambers, technician, with the station's portable short-wave transmitter, KAOU.

Description was broadcast over Arizona Broadcasting System on Howard Pyle's *Arizona Highlights* program, and again on a later broadcast that night when a summary and further developments were given. KVOA believes it is the first time such a broadcast has been attempted locally.

Television Stations Granted to Three

Baltimore Receives Two New Outlets, New Mexico One

TWO MORE commercial television stations for Baltimore and one for Albuquerque were authorized by the FCC last Tuesday.

The Baltimore grants went to Hearst Radio Inc. (WBAL) and Radio-Television of Baltimore Inc. The one for Albuquerque went to Albuquerque Broadcasting Co. (KOB).

Approval of the Baltimore applications, only ones remaining out of six originally filed, filled the last two channels available there. First grant for that city went to A. S. Abell Co. (*Baltimore Sun*) the week before [BROADCASTING, May 20]. Three applicants have withdrawn.

Hearst Authorization

Hearst Radio's authorization, issued over Comr. C. J. Durr's vote for a hearing, was for use of Channel No. 11, 198-204 mc, with 14.4-kw visual and 7.3-kw aural power, and antenna height of 456 feet. Station cost was estimated at $229,500 including $50,000 studios.

Besides WBAL Baltimore, Hearst owns WINS New York (application for sale to Crosley Corp. for $2,100,000 awaiting oral argument after proposed denial by FCC); WISN Milwaukee, and WCAE Pittsburgh in addition to contemplated FM stations.

Radio-Television of Baltimore was assigned Channel 13, 210-216 mc, with 31.65-kw visual and 20-kw aural power, and antenna height of 410 feet. The company is principally owned by Ben and Herman Cohen, who own clothing stores and real estate interests in a number of cities.

KOB's television grant was for use of Channel No. 2, 54-60 mc, with 15-kw visual and 8-kw aural power and antenna height 100 feet above ground and 5,240 above sea level. Construction cost of the video station was estimated at $68,500.

RADIO 1946 OUTLINE MAP

• now available •

This 25" x 40" map shows all cities in United States and Canada with standard radio broadcast stations. Map shows breakdown among cities with one station, two stations, three and four or more stations.

Advertisers and agencies use map to spot campaigns and plot coverage; national and regional networks show their affiliates—and competition; stations to superimpose coverage. Ideal for framing or to slip under the glass on your desk top.

Price: 40c each • Quantities of 25 or more: 30c

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BLDG., WASHINGTON, D. C.

Westinghouse Is Host At Luncheon in Chicago

RECEPTION for 200 advertising and radio executives was given in the Gold Coast Room of the Stevens Hotel, Chicago, May 21, by Westinghouse Radio Stations Inc. All guests received cigarette lighters, with women also receiving orchids.

Members of WRS present included Walter E. Benoit, v-p, John B. Conley, mgr., F. M. Sloan, assistant mgr., and B. A. McDonald, sales mgr.; Joseph E. Baudino, mgr., George Tons, sales mgr., KDKA; Wilmer C. Swartley, mgr., C. Herbert Masse, sales mgr.; WBZ-WBZA; Leslie W. Joy, mgr., A. Harvey McCall, sales mgr., KYW; Robert G. Duffield, mgr., Paul E. Mills, sales mgr., WOWO, and Eldon Campbell, sales mgr., KEX.

FRANK P. SCHREIBER, manager of WGN Chicago, and Carl J. Meyers, director of engineering, check a test transmission of the *Chicago Tribune* by facsimile as it emerges from the recorder placed in the home of the *Tribune* publisher, Col. Robert R. McCormick. Distance from the transmitter in the *Tribune* tower was approximately 29 miles.

Francis Finch

FRANCIS FINCH, 42, former manager of WJBL Decatur, Ill., before call letters were changed to WSOY, and of stations in Evansville, Ind., and Ironwood, Mich., died May 15 in Indianapolis. Mr. Finch, a veteran Indiana radio executive, died after a heart attack. He had been in poor health for some time. He leaves his wife, Beth Coleman Finch, of Hillsboro, Ind., and two children, Jerry, 11, and Julie, 7.

German Patents

ELECTRONIC devices ranging from microphones to television tubes are explained in copies of 40 German patent applications made available by the Office of the Publication Board, Dept. of Commerce. Photostat or microfilm copies of the patents may be obtained from the board.

NAB Study of Census Figures Shows Radio Families Upswing

RADIO ownership among U. S. families increased in 45 of the 48 states between 1940 and 1945, according to an analysis of Broadcast Measurement Bureau figures [BROADCASTING, May 20], by Kenneth H. Baker, NAB director of research. The BMB figures showing increase in radio homes by states were computed from basic data supplied by the U. S. Census Bureau.

In the three states where the number of radio families declined from 1940 to 1945, the decline in the total number of families was much greater than the drop in radio homes.

Growth in radio homes was especially large in the South Atlantic, East South Central, West South Central and Pacific areas, Mr. Baker finds.

Tabulation of increase or decrease in total families and radio families, arranged by census divisions, follows:

	Increase or Decrease in Total Families	*Percent Over 1940*	*Increase or Decrease in Radio Families*	*Percent Over 1940*
New England:				
Maine	5,132	2.3	17,300	9.1
New Hampshire	2,264	1.7	7,736	6.5
Vermont	−3,835	−4.1	995	1.2
Rhode Island	17,394	9.3	20,648	11.5
Massachusetts	62,706	5.6	81,258	7.5
Connecticut	67,918	15.1	74,640	17.4
TOTAL	151,579	6.9	202,577	9.8
Middle Atlantic:				
New York	96,887	2.6	168,246	4.8
New Jersey	116,740	10.6	135,388	12.9
Pennsylvania	108,476	4.3	188,020	8.1
TOTAL	322,103	4.4	471,654	6.8
East North Central:				
Ohio	187,204	9.9	249,601	14.3
Indiana	86,502	9.0	130,675	15.4
Illinois	137,276	6.3	206,031	10.2
Michigan	199,986	14.3	233,851	17.9
Wisconsin	24,793	3.0	55,551	7.3
TOTAL	635,761	8.7	875,709	13.1
West North Central:				
Minnesota	−4,859	−0.7	24,704	3.7
Iowa	−19,624	−2.8	11,532	1.8
Missouri	20,758	1.9	115,801	13.6
North Dakota	−14,343	−9.4	−5,637	−4.2
South Dakota	−14,828	−9.0	−2,154	−1.5
Nebraska	−9,944	−2.8	15,519	5.1
Kansas	12,691	2.5	50,043	11.8
TOTAL	−30,149	−8.2	209,808	6.6
South Atlantic:				
Delaware	10,459	14.8	13,620	22.2
Maryland	97,317	2.1	114,836	28.0
District of Columbia	60,555	34.9	62,554	38.5
Virginia	96,468	15.4	167,922	40.0
West Virginia	6,185	1.4	52,761	15.8
North Carolina	27,341	3.5	152,647	31.3
South Carolina	20,032	4.6	108,364	50.3
Georgia	39,759	5.3	181,245	45.9
Florida	94,113	18.1	151,197	44.9
TOTAL	452,229	10.6	1,005,146	35.6
East South Central:				
Kentucky	−10,538	−1.5	100,367	22.0
Tennessee	55,106	7.7	163,057	36.4
Alabama	45,185	6.7	182,224	54.8
Mississippi	6,044	1.1	144,688	67.8
TOTAL	95,797	3.7	590,336	40.7
West South Central:				
Arkansas	−8,825	−1.8	100,852	40.0
Louisiana	58,472	9.9	162,739	51.6
Oklahoma	−39,481	−6.5	51,818	12.3
Texas	167,604	10.0	377,958	33.7
TOTAL	177,770	5.3	693,367	32.9
Mountain:				
Montana	−11,563	−7.2	−900	−0.7
Idaho	−27	0.0	8,529	7.0
Wyoming	3,726	5.4	8,269	14.1
Colorado	16,100	5.1	36,305	13.6
New Mexico	3,925	3.0	28,947	41.9
Arizona	38,667	29.5	49,506	54.8
Utah	27,213	19.5	30,877	23.9
Nevada	12,509	37.6	13,781	50.8
TOTAL	90,550	8.1	175,314	19.4
Pacific:				
Washington	129,663	24.1	143,316	29.4
Oregon	74,508	22.1	86,774	29.0
California	645,657	30.2	685,796	34.5
TOTAL	849,828	28.2	915,886	33.0
United States	2,745,468	7.9	5,159,797	17.9

Anecdotes

HALF-HOUR audience participation program titled "That's Life," started May 23 on CBS, Thurs. 10:30 p.m., with Jay C. Flippen as m.c. Program is built around anecdotes from the lives of participants chosen from the audience.

Sales Reported

1945 SALES of Galvin Manufacturing Corp., Chicago (Motorola radios and communications equipment), totaled $67,986,000. Profit before taxes was $3,133,647; net profit was $851,882.65. Net profit for 1944 had been $1,416,797.

MEET THE DEACON!

ROBERT DOUBLEDAY

He does the speakin' and his audience does the buyin' in Central New York

Selling the rich Central New York farm market is an easy chore for Robert (The Deacon) Doubleday, even though he goes on the air at 5 o'clock every yawning.

Farmers listen to him faithfully, because he broadcasts these exclusive farm features: State Department of Agriculture farm reports and last minute produce prices . . . a three-day weather report and forecast . . . a farm auction bulletin . . . and other vital rural information each week day, 5-7 A.M., from WFBL's exclusive agricultural studio in the Central New York Regional Market.

Advertisers have plowed up rich pay dirt with the Deacon . . . there's room for you, too!

For rates, availabilities and case histories, write or wire any Free & Peters office or

WFBL Syracuse, N.Y.

FCC Actions

(Continued from page 70)

MAY 22
BY COMMISSION EN BANC
AM—1450 kc

Rupert W. Bradford and Harry F. Pihl, a partnership, d/b as Bradford & Pihl, Bemidji, Minn.; Russell E. Kaliher, Bemidji, Minn.—Adopted an order granting the application of Bradford and Pihl for a new station 1450 kc with 250 w, unlimited time, subject to the condition that the applicant will within 60 days from date of this action file an application for modification of permit with the Commission specifying a transmitter site and antenna system meeting the requirements of the Commission's Standards of Good Engineering Practice. At the same time the application of Russell E. Kaliher requesting the same facilities, was dismissed. On April 8, 1946, Kaliher petitioned for withdrawal of his application.

LICENSE RENEWALS

For period ending Feb. 1, 1947: WGAU WGH KFYO KMYR KPDN.

For period ending Aug. 1, 1947: WGRC WDEF WCOS.

For period ending Feb. 1, 1948: WCBS WPAD WIBM WEED WHDL WGOV WFNC KRIC WASK WGL WGNC WJPA WKIP WLPM WMAS WNAB WSLI WLEU.

For period ending Aug. 1, 1948: WMOG WHBB KRNR WKBB KDRO KPLC KWEW KBKR WDAN WKNY WTMC WDBC WNLC WOSH KGKY.

For period ending Nov. 1, 1948: KMO and auxiliary, WHIO WDOD KFOX KFAC KRNT KIT WOOD WFBR and auxiliary, WJDX WKNE WRR and auxiliary, KFGQ KGGM KTFI KUOA WORC WTCN WHBF KGLO WXYZ WSPR WSMB WSAI WKAT WJHP WISH WHAZ WFIN WFBC KSCJ KRIS KRGV KVOA.

For period ending Feb. 1, 1949: WCPO WBHP WIBX WRBL WMFR KGEK KODL KPOW WCOL KAST KGHI.

For period ending May 1, 1949: KWFT KALB KECA KSAC KSD WMBS KTBC.

For period ending Aug. 1, 1946: WSBC.

For period ending May 1, 1948: WWVA.

MAY 23
BY ADMINISTRATIVE BOARD

KXO El Centro, Calif.—Granted CP to install new transmitter, RCA BTA-250L, new vertical antenna and ground system, and change transmitter and studio locations from 793 Main St. to Main St., El Centro, Calif.

WMON Montgomery, W. Va.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at or near Riggs St. and 1st Ave., Montgomery, W. Va. Permittee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules, conditions.

WCMA Corinth, Miss.—Granted license to cover CP for new station to operate on 1230 kc 250 w, unlimited time. Also authority to determine operating power by direct measurement. Licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions.

WMFR High Point, N. C.—Granted CP to install a new (Gates 250-C) transmitter.

WCSH Portland, Me.—Granted CP to install auxiliary transmitter (RCA 100-W) at same location as main transmitter, Elmwood Ave., near Scarboro, Me., to operate on 970 kc 100 w DA.

WCOP Boston—Granted CP to move presently licensed main transmitter (RCA 1-D Mod.) to Concord Ave., Lexington, Mass. (present site of new main transmitter) and install composite 5 kw amplifier to be operated as an auxiliary with power of 5 kw, employing DA for day and night.

Boulder City Bcstg. Co., area of Boulder City, Nev.—Granted CP for new relay broadcast station to be used with standard station KBNE. 1606, 2074, 2102 and 2758 kcs; 100 w.

Continental Television Corp., Boston—Granted special temporary authority to use composite transmitter on 530-615 mcs. with power not to exceed 200 w, for experimental television transmission for period May 17 to June 13, 1946.

W3XDA Area of Lancaster, Pa.—Granted extension of special temporary authority to operate composite experimental television relay eqpt. on 590 to 610 mcs. with power not to exceed 100 w, at RCA plant at Lancaster, Pa., in order to test equipment to ascertain its characteristics with regard to antenna design and video modulation, and to operate "two-way," two composite transmitters on 590 to 610 mcs., with power fed to output stage not in excess of 25 w, with one transmitter at RCA plant in Lancaster and the other to be at locations between Lancaster, the Welsh Mts. and Reading, Pa., in order to test best locations for proposed television relay station, for the period May 19 and ending no later than June 17, 1946.

WSYR Town of Pompey, N. Y.—Granted extension of special temporary authority to use a 70 w composite transmitter on 93.75 mcs. with A0 emission, in order to conduct signal measurement tests from proposed FM transmitter site for the period May 22 ending June 20, 1946.

WDSC Dillon, S. C.—Granted modification of CP which authorized a new station, to change type of transmitter (Gates BC-1-E).

WPER Neshannon State Park, Pa.—Granted extension of special temporary authority to operate a composite transmitter on 106 mcs., with 100 w and an unmodulated emission, in order to make field intensity measurements to determine the location of proposed FM transmitter to operate as an educational broadcast station—the transmitter and half-wave vertical antenna to be located near Rattlesnake Fire Tower at Neshannon State Park, for the period May 15 to June 13.

Midnight Sun Bcstg. Co., Area of Fairbanks, Alaska—Granted CP for new relay broadcast station to be used with standard station KFAR; frequencies 1646, 2090, 2190, 2830 kcs; 30 w.

By Comr. Durr

WAGM Presque Isle, Me.—Granted special temporary authority to operate unlimited time for a period of 30 days, pending action on application to increase power and hours of operation, and commencement of operation in accordance with same.

KILO Grand Forks, N. D.—Granted special temporary authority to operate additional time daily from 3 to 5 p.m. CST, for the period beginning May 31 and ending no later than Sept. 30, provided station KFJM remains silent.

WJHL Johnson City, Tenn.—Granted special temporary authority to operate with an RCA BTA-1-L transmitter instead of an RCA 1-G transmitter as licensed, for a period not to exceed 30 days, pending completion of construction and commencement of operation.

* * *

The Commission on May 2 adopted an order amending its order of Feb. 1, 1946, designating for consolidated hearing applications for new television stations in the Los Angeles area, to include issue No. 5, in re stock ownership and management interests of Paramount Pictures Inc. in existing licensees in various applicant companies in connection with the multiple ownership rules.

MAY 22
BY COMMISSION EN BANC

Commercial FM Grants—Issued six final CPs to applicants formerly holding engineering approvals; granted basic engineering approval to six others. (Story and list of permittees on page 98.)

Commercial Television Grants—Issued construction permits to three applicants (Hearst Radio Inc. and Radio Television Inc., both in Baltimore, and Albuquerque Bcstg. Co., Albuquerque, N. M. (See story and list on page 90).

Applications . . .

MAY 20
FM—47.1 mc

Miami Valley Bcstg. Corp., Dayton, Ohio—CP new metropolitan FM station to be operated on 47.1 mc and coverage of 11,311 sq. mi.—AMENDED: to change frequency from 47.1 mc to "to be assigned by FCC," coverage from 11,311 to 13,615 sq. mi., population from 2,413,948 to 1,349,587, transmitter location and make changes in antenna system.

FM—98.0 mc

Telair Co., Cleveland—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage to be determined—AMENDED: to specify type of transmitter, population of 2,520,243, change frequency from to be assigned by FCC to plus or minus 98.0 mc, coverage from "to be determined" to 9,850 sq. mi., make changes in antenna system.

AM—1590 kc

Fred Weber, E. A. Stephens and William H. Talbot, d/b as Texas Broadcasters, Houston, Tex.—CP new station 1590 kc 1 kw, directional antenna night and unlimited hours—AMENDED: to change transmitter location.

AM—1400 kc

WFTL Fort Lauderdale, Fla.—Modification of CP which authorized a new station for approval of antenna and approval of transmitter and studio locations.

FM—Unassigned

John M. Rivers, Charleston, S. C.—CP new metropolitan FM station to be operated on frequency to be assigned by chief engineer of FCC and coverage of 6599 sq. mi.

AM—1410 kc

WKBH La Crosse, Wis.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for night use, and change in transmitter location for extension of completion date.

AM—1110 kc

KFAB Omaha, Neb.—Modification of CP which authorized increase in power, installation of new transmitter, changes in directional antenna for night use, and change in transmitter and studio locations for extension of completion date.

FM—Unassigned

The Topeka State Journal Inc., Topeka, Kan.—CP new metropolitan FM station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined—AMENDED: to change maximum output.

AM—1190 kc

Robert Burdette, San Fernando, Calif.—CP new station 1190 kc 1 kw and daytime hours. (Call letters "KRSB" requested.)

Applications Tendered for Filing:

AM—1450 kc

WPOR Portland, Me.—Consent to involuntary transfer of control to John H. Hilliard, Albert T. Morris, Thomas C. Davis and Arthur C. Laske, as executors of the estate of William T. Morris deceased.

AM—1450 kc

Robert F. Neathery, West Plains, Mo.—CP new station 1450 kc 250 w and unlimited hours.

AM—1440 kc

KMED Medford, Ore.—Consent to assignment of license to Gibson Broadcasting.

AM—770, 790, 810, 890 kc

American Bcstg. Co. Inc., Los Angeles, San Francisco, Chicago, New York—Consent to transfer of control of American Bcstg. Co. Inc., involving sale of stock to the public (KECA—790 kc), (KGO—810 kc), (WENR—890 kc), (WJZ—770 kc).

MAY 20
AM—570 kc

Metropolitan Bcstg. Corp., Washington, D. C.—CP new station 570 kc 500 w and daytime hours—AMENDED: re stockholders.

FM—102.1 mc

The Colony Bcstg. Corp., New Haven, Conn.—CP new metropolitan FM station to be operated on channel 271, 102.1 mc and coverage of 10,089 sq. mi.

AM—1230 kc

Eagle Printing Co., Butler, Pa.—CP new station 1230 kc 250 w and unlimited hours.

AM—740 kc

West Central Bcstg. Co., Tulsa, Okla.—CP new station 740 kc 25 w night, 50

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this WASHINGTON★ IS IN NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina—and this "as good as gold" . . . market.

WRRF 950 Kc. 1000 WATTS
TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
PORJOE & COMPANY • National Representative
NEW YORK CHICAGO PHILADELPHIA
WASHINGTON NORTH CAROLINA
"HOME OF WRRF"

✓+ ✓✓!
NBC on 590
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

Hearings This Week

MONDAY, MAY 27, Washington, D. C.

WEAU Eau Claire, Wis.—CP 5 kw night & day; **KTHT Houston, Tex.**—CP 790 kc 1 kw night, 5 kw day; **KFYO Lubbock, Tex.**—CP 790 kc 5 kw; **Lee Segall Bcstg. Co., Houston**—CP new station 790 kc 1 kw day; **Lubbock County Bcstg. Co.**—CP new station 790 kc 1 kw; **Veterans Bcstg. Co., Houston**—CP new station 1230 kc 250 w.

KGHL—Respondent.

MONDAY, MAY 27, Griffin, Ga.

WKEU Griffin, Ga.—CP 1450 kc 250 w; CP 1450 kc 100 w day & night; CP 1450 kc 100 w.

MONDAY, MAY 27, Washington, D. C.

Radio Bcstg. Inc., Hot Springs, Ark.—CP new station 740 kc 1 kw night, 10 kw day, directional antenna night; **Arkansas Valley Bcstg. Co., Ft. Smith, Ark.**—CP new station 740 kc 1 kw night & day, directional antenna night.

MONDAY, MAY 27, Washington, D. C.

Citrus Belt Broadcasters Inc., Winter Haven, Fla.—CP new station 1490 kc 250 w; **Winterhaven Bcstg. Co., Winter Haven**—CP new station 1490 kc 250 w.

TUESDAY, MAY 28, Washington, D. C.

Further hearings on eight applicants for FM facilities in Indianapolis.

WEDNESDAY, MAY 29, Madison, Wis.

Radio Wisconsin Inc., Madison—CP new station 1480 kc 1 kw night 1 kw day, directional antenna night; **WHBC Canton, Ohio**—CP 1480 kc 5 kw, directional antenna night.

KGCX—Respondent.

WEDNESDAY, MAY 29, Washington, D. C.

Atlantic Radio Corp., Boston—CP new station 550 kc 5 kw.

KFYR WNBH KOY—Intervenors.

WEDNESDAY, MAY 29, Washington, D. C.

KYW Philadelphia—CP 1060 kc 50 kw night & day, directional antenna.

Deep South Bcstg. Corp.—Intervenors.

FRIDAY, MAY 31, Washington, D. C.

WGRC New Albany, Ind.—CP 790 kc 1 kw night 5 kw day, directional antenna night; **WKPT Kingsport, Tenn.**—CP 790 kc 1 kw, directional antenna night.

FRIDAY, MAY 31, Washington, D. C.

Tuscaloosa Bcstg. Co., Tuscaloosa, Ala.—CP new station 1450 kc 250 w; **West Alabama Bcstg. Co., Tuscaloosa**—CP new station 1450 kc 250 w.

FRIDAY, MAY 31, Washington, D. C.

WCMI Ashland, Ky.—CP 1340 kc 250 w unlimited.

FRIDAY & SATURDAY, MAY 31-JUNE 1, Danville, Ky.

Commonwealth Bcstg. Corp., Danville, Ky.—CP new station 1230 kc 100 w; **Danville Bcstg. Co., Danville**—CP new station 1230 kc 250 w.

SATURDAY, JUNE 1, Washington, D. C.

Norfolk Bcstg. Corp., Norfolk—CP new station 1220 kc 250 w daytime; **Tidewater Bcstg. Corp., Norfolk**—CP new station 1230 kc 100 w.

The Peninsula Bcstg. Co.—Intervenor.

kw day, directional antenna and unlimited hours.

AM—680 kc

KABC San Antonio, Tex.—License to cover CP as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use, and change transmitter location; authority to determine operating power by direct measurement of antenna power.

AM—930 kc

WSLI Jackson, Miss.—CP to change frequency from 1450 to 930 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for night use, and change transmitter location—AMENDED: re changes in directional antenna.

AM—800 kc

Ralph D. Epperson, Mt. Airy, N. C.—CP new station 800 kc 250 w and daytime hours.

AM—1380 kc

WATL Atlanta—CP to change frequency from 1400 to 1380 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: re changes in directional antenna.

AM—1490 kc

Manatee Bcstg. Co. Inc., Bradenton, Fla.—CP new station 1490 kc 250 w and unlimited hours—AMENDED: re corporate structure.

AM—1340 kc

WDSR Lake City, Fla.—License to cover CP which authorized a new station; authority to determine operating power by direct measurement of antenna power.

AM—1120 kc

KMOX St. Louis, Mo.—Modification of CP which authorized installation of new transmitter and antenna, and change transmitter location for extension of completion date.

FM—Unassigned

WDZ Bcstg. Co., Tuscola, Ill.—CP new rural FM station to be operated on frequency to be assigned by FCC and coverage of 21,400 sq. mi.

FM—91.9 mc

KALW San Francisco—CP to change frequency from 42.1 to 91.9 mc, transmitter location and make changes in antenna system—AMENDED: to change frequency from 91.9 mc to channel 219, 91.7 mc, and to make changes in antenna system.

AM—1130 kc

Egon A. Hofer, David L. Hofer and John M. Banks, Partners d/b as Radio Dinuba Co., Dinuba, Calif.—CP new station 1130 kc 250 w and daytime hours.

AM—1240 kc

Carroll R. Hauser, Eureka, Calif.—CP new station 1240 kc 250 w and unlimited hours.

Applications returned:

AM—1260 kc

W. C. Aldous & James W. Thain, a Partnership d/b as Northwest Bcstg. Co., Everett, Wash.—CP new station 1260 kc 250 w and unlimited hours. (Request of applicant.)

FM—100 mc

H. Dudley Swim, Twin Falls, Ida.—CP new high frequency FM station to be operated on 100 mc. (Request of applicant.)

Applications dismissed:

Video—102-108 mc

World Publishing Co., Omaha, Neb.—CP new commercial television station to be operated on Channel 7, 102-108 mc and ESR of 976. (Request of attorney.)

Video—60-66 mc

Star-Times Publishing Co., St. Louis, Mo.—CP new commercial television to be operated on Channel 2, 60-66 mc, ESR to be determined and power of Aur: 2 kw and Vis: 4 kw (peak). (Request of attorneys.)

FM—Unassigned

Dorothy S. Thackrey, San Francisco—CP new Rural FM station to be operated on frequency and coverage to be assigned by FCC. (Request of attorneys.)

FM—Unassigned

Dorothy S. Thackery, Los Angeles—CP new Rural FM station to be operated on frequency and coverage to be assigned by FCC. (Request of the attorneys.)

Applications Tendered for Filing:

AM—1070 kc

Alice Bcstg. Co., Partnership composed of J. H. Mayberry, Buford Nicholson and E. G. Lloyd, Jr., Alice, Tex.—CP new station 1070 kc 1 kw and daytime hours.

AM—1030 kc

Burlington-Graham Bcstg. Co., Burlington, N. C.—CP new station 1030 kc 1 kw and daytime hours.

AM—1490 kc

Beatrice Cobb, Morganton, N. C.—CP new station 1490 kc 250 w and unlimited hours.

AM—1030 kc

Saint Louis County Bcstg. Co., Clayton, Mo.—CP new station 1030 kc 1 kw and daytime hours.

AM—1000 kc

KOMO Seattle, Wash.—Modification of CP for changes in directional antenna for night use.

AM—590 kc

Liberty Bcstg. Corp., Rochester, N. Y.—CP new station 590 kc 5 kw, directional antenna and unlimited hours.

AM—1490 kc

Rich Publishing House Inc., Midland, Mich.—CP new station 1490 kc 250 w and unlimited hours.

AM—1400 kc

WHBQ Memphis, Tenn.—Consent to assignment of license to Harding College.

AM—960 kc

Radio Phoenix Inc., Phoenix, Ariz.—CP new station 960 kc 5 kw, directional antenna night and unlimited hours.

MAY 22

FM—Unassigned

Raytheon Mfg. Co., Boston, Mass.—CP new metropolitan FM station to be operated on frequency to be assigned and coverage of 9,200 sq. mi.—AMENDED: to make changes in antenna system.

AM—1320 kc

WLAN Lancaster, Pa.—Modification of CP which authorized a new station to make changes in vertical antenna and install FM antenna on top, change transmitter location, specify studio location and extend commencement and completion dates.

AM—800 kc

WDSC Dillon, S. C.—Modification of CP as modified, which authorized a new station to change type of transmitter.

AM—1450 kc

C. J. Wright, B. M. Wright & C. J. Wright Jr., d/b as Forrest Bcstg. Co., Columbia, Miss.—CP new station 1450 kc 250 w and unlimited hours—AMENDED: to change requested power from 250 to 100 w, change type of transmitter and specify studio location.

AM—1600 kc

Sabine Area Bcstg. Corp., Orange, Tex.—CP new station 1600 kc 1 kw, directional antenna night and unlimited hours.

AM—1070 kc

KFBI Wichita, Kan.—License to cover CP which authorized increase in power and changes in transmitting equipment.

FM—98.0 mc

Indiana Bcstg. Corp., Indianapolis, Ind.—CP new metropolitan FM station to be operated on 46.1 mc and coverage of 9,245 sq. mi.—AMENDED: to change frequency from 46.1 to plus or minus 98.0 mc, coverage from 9,245 to 10,190 sq. mi., population from 922,602 to 927,382, type of transmitter, studio location and make changes in antenna system.

AM—1590 kc

KSJO San Jose, Calif.—Modification of CP which authorized a new station to change type of transmitter, make changes in vertical antenna and install FM antenna on top, make changes in ground system, change transmitter and studio locations and extend commencement and completion dates.

Video—76-82 mc

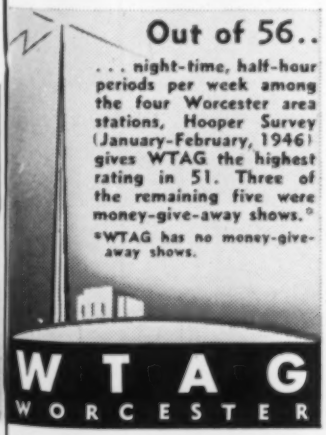
American Bcstg. Co. Inc., Los Angeles, Calif.—CP new commercial television station to be operated on channel 6, 82-88 mc and ESR of 3455—AMENDED: to change frequency from channel 6, 82-88 mc to channel 5, 76-82 mc and to make changes in antenna system.

Applications Tendered for Filing:

AM—1450 kc

Lauren Mickle, John Garrison, Joe S.

(Continued on page 94)


Out of 56..
. . . night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows.*
*WTAG has no money-give-away shows.
WTAG
WORCESTER

Serving

The Third Largest Market

in the

Fourth Richest State

•

WCOL

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

KFMB
Sells
SAN DIEGO

The permanent civilian population of San Diego city has increased 78% (361,758 people*) over 1940; 20,775 new permanent jobs have been created—and KFMB dominates this EXPANDING market completely "from within."

(*Special U. S. Census April 1946)

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

Hon. Frank Palmer
Kenyon & Eckhardt
New York City

Dear Frank:

Fifty years ago my father gave me a bright new silver dollar for a good-luck piece. I was pretty proud of that coin and I've continued to treasure it all these years because of the value my father placed upon it. Well sir, the Charleston Symphony Orchestra has just awarded a special plaque to WCHS "in recognition of the support and widened audience given to the orchestra thru radio." The people down here appreciate the way we've been broadcasting their concerts for the past two seasons, even though it means clearing valuable Sunday afternoon commercial time. You might say now that I've got another "silver dollar" to treasure for the rest of my life.

Yrs,
Algy

WCHS
Charleston, W. Va.

FCC Actions

(*Continued from page 93*)

Foster Jr., d/b as Huntsville Bcstg. Co., Huntsville, Ala.—CP new station 1450 kc 250 w and unlimited hours.

AM—1230 kc

Palmetto Radio Corp., Columbia, S. C.—CP new station 1230 kc 250 w and unlimited hours.

AM—1010 kc

Albemarle Bcstg. Co., Albemarle, N. C.—CP new station 1010 kc 1 kw and daytime hours.

AM—1490 kc

Big Bend Broadcasters, near Alpine, Tex.—CP new station 1490 kc 250 w and unlimited hours.

AM—1230 kc

B. J. Barrier Jr., H. T. Barrier, H. P. Holmes, Yazoo City, Miss.—CP new station 1230 kc 250 w and unlimited hours.

MAY 22

AM—1190 kc

United Bcstg. Co. Inc., Silver Spring, Md.—CP new station 1190 kc 1 kw and daytime hours—AMENDED: to change frequency from 1190 to 1390 kc.

Video

WABF New York—Transfer of control of licensee corporation from Abraham & Straus Inc., and Bloomingdale Bros. Inc., to Ira A. Hirschmann through the sale of 100% of the Class A common stock.

Experimental Video

W2XMT New York—Transfer of control of licensee corporation from Abraham & Straus Inc., and Bloomingdale Bros. Inc., to Ira A. Hirschmann through the sale of 100% of the Class A common stock.

FM—99.7 mc

Great Trails Bcstg. Corp., Dayton, Ohio—CP new metropolitan FM station to be operated on 46.3 mc and coverage of 14,140 sq. mi.—AMENDED: to change frequency from 46.3 mc to channel 259, 99.7 mc, change coverage from 14,140 to 13,800 sq. mi., population from 1,398,745 to 1,479,328, type of transmitter.

AM—970 mc

Worth Bcstg. Co., Fort Worth, Tex.—CP new station 970 kc 1 kw and daytime hours—AMENDED: re changes in transmitting equipment.

AM—840 kc

C. L. Pursley and Louise Patterson Pursley, d/b as Pursley Bcstg. Service, Mobile, Ala.—CP new station 830 kc 1 kw and daytime hours—AMENDED: to change frequency from 830 to 840 kc.

AM—950 kc

WAAF Chicago—CP to change hours of operation from daytime to unlimited time, install new transmitter and directional antenna for night use and change transmitter location.

AM—1480 kc

Edwin Mead, Rockford, Ill.—CP new station 1480 kc 500 w and unlimited hours—AMENDED: to increase power from 500 w to 1 kw, make changes in transmitting equipment, install directional antenna for day and night use and change transmitter location.

FM—Unassigned

WFBM Inc., Indianapolis, Ind.—CP new FM station 47.7 mc and coverage of 16,600 sq. mi.—AMENDED: to change frequency from 47.7 mc to not specified; coverage from 16,600 to 21,124 sq. mi., population from 1,288,984 to 1,699,172; make changes in antenna system.

Applications Accepted for Filing:

FM—Unassigned

Universal Bcstg. Co. Inc., Indianapolis, Ind.—CP new metropolitan high frequency station—AMENDED: to specify coverage of 13,650 sq. mi.; population of 1,156,000; change type of transmitter and make changes in antenna system.

AM—1270 kc

Radio Television Corp., Medford, Ore.—CP new station 1270 kc 5 kw, directional antenna for night use and unlimited hours—AMENDED: re changes in directional antenna.

Video

KSEE Los Angeles—Modification of CP as modified and which authorized a new commercial television station, to make changes in aural equipment; to increase ESR from 1850 to 7654; to move transmitter site, make changes in antenna system and request extension of commencement and completion dates—AMENDED: to change type aural transmitter, antenna system and move transmitter site.

Applications Tendered for Filing:

AM—1230 kc

Wilbur J. Dickerson, Harold D. Hatch and Lester Q. Krasin, d/b as Pecos Valley Bcstg. Co., Roswell, N. M.—CP new station 1230 kc 250 w and unlimited hours.

AM—1420 kc

KUJ Walla Walla, Wash.—CP to change power from 1 kw to 5 kw, install new transmitter and directional antenna for night use.

AM—1150 kc

Sky Way Bcstg. Corp., Columbus, Ohio—CP new station 1150 kc 1 kw night, 5 kw day, directional antenna and unlimited hours.

AM—1240 kc

Western Empire Broadcasters Inc., a California Corporation, San Bernardino, Calif.—CP new station 1240 kc 250 w and unlimited hours.

MAY 23

AM—1490 kc

WINR Binghamton, N. Y.—Modification of CP which authorized a new standard broadcast station for changes in transmitting equipment, vertical antenna and ground system, change in transmitter location from Johnson City, New York to Binghamton, New York, studio location and extension of commencement and completion dates.

AM—1330 kc

WBBR Brooklyn—CP to increase power from 1 kw to 5 kw, install new transmitter and directional antenna for day and night use.

AM—1560 kc

WQXR New York—CP to make changes in transmitting equipment and increase power from 10 to 50 kw—AMENDED: to install directional antenna for day and night use.

FM—100.1 mc

Radio Voice of Springfield Inc., Springfield, Ohio—CP new FM to be operated on channel 61, 100.1 mc and coverage of 6,420 sq. mi.—AMENDED: to change type of transmitter, coverage from 6,420 to 5,810 sq. mi. and population from 522,289 to 471,960.

FM—90.9 mc

Michigan State College, East Lansing, Mich.—CP new noncommercial educational station to be operated on channel 215, 90.9 mc, power of 50 kw and emission special for FM.

AM—1400 kc

David M. Segal and Henry N. Fones, d/b as Texarkana Bcstg. Company, Texarkana, Tex.—CP new station 1400 kc 250 w and unlimited hours. (Call letters KTFS requested.)

AM—1400 kc

KIUN Pecos, Tex.—License to cover CP which authorized increase in power and changes in transmitting equipment; authority to determine operating power by direct measurement of antenna power.

FM—102.7 mc

R. G. LeTourneau, Long View, Tex.—CP new FM station to be operated on channel 274, 102.7 mc or as assigned by FCC and coverage of 8,500 sq. mi.

FM—44.5 mc

Greensboro Bcstg. Co. Inc., Greensboro, N. C.—CP new metropolitan FM station to be operated on 44.5 mc and coverage of 11,130 sq. mi.—AMENDED: to specify population of 1,161,112, change frequency from 44.5 mc to "to be assigned by FCC," coverage from 11,130 to 14,438 sq. mi., type of transmitter and make changes in antenna system.

FM—104.1 mc

Stillwater Publishing Co., Stillwater, Okla.—CP new community FM station to be operated on channel 281, 104.1 mc.

AM—680 kc

KFEQ St. Joseph, Mo.—CP to increase power from 5 kw day and night to 10 kw day and 5 kw night, install new transmitter and make changes in directional antenna for day and night use.

AM—1310 kc

Four States Broadcasters Inc., Joplin, Mo.—CP new station 1310 kc 1 kw night, 5 kw day, directional antenna night and unlimited hours.

Relay

Commodore Bcstg. Inc., area of Decatur & Springfield, Ill.—CP new relay station to be operated on 30.82, 33.74, 35.82 and 37.98 mc, power of 25 w and A3 emission.

Relay

Commodore Bcstg. Inc., Decatur, Ill.—CP new relay station to be operated on 30.82, 33.74, 35.82 & 37.98 mc, power of 25 w and A3 emission.

FM—92.9 mc

Scripps-Howard Radio Inc., Indianapolis—CP new metropolitan FM station to be operated on 46.9 mc and coverage of 8,400 sq. mi.—AMENDED: to specify type of transmitter, population of 1,023,410, change frequency from 46.9 mc to channel 225, 92.9 mc, coverage from 8,400 to 13,600 sq. mi., change transmitter location and make changes in antenna system.

AM—1450 kc

McHenry Tichenor, Boulder, Colo.—CP new station 1450 kc 250 w and unlimited hours.

AM—1450 kc

Intermountain Bcstg. Co., Artesia, N. M.—CP new station 1450 kc 250 w and unlimited hours.

AM—850 kc

Peninsula Newspapers Inc., Palo Alto, Calif.—CP new station 850 kc 250 w and daytime hours.

FM—91.9 mc

Grant Union High School & Technical College, North Sacramento, Calif.—CP new noncommercial educational station to be operated on 88.1 to 91.9 mc band, power of 250 w and A3 emission.

FM—100 mc

KTRB Bcstg. Co. Inc., Modesto, Calif.—CP new FM station to be operated on frequency to be selected by FCC in 100 mc band and coverage of 6,830 sq. mi.

Applications Tendered for Filing:

AM—1230 kc

Raymond Kandel, Parkersburg, W. Va.—CP new station 1230 kc 250 w and unlimited hours.

AM—1110 kc

Tri-City Bcstg. Co., Newport, Ky.—CP new station 1110 kc 1 kw and daytime hours.

AM—940 kc

The Times-Picayune Publishing Co., New Orleans—CP new station 940 kc 1 kw and daytime hours.

VIDEO RECEIVERS ON SALE IN N. Y.

WHAT WERE said to be the first mass-produced television sets made their appearance in New York department and radio stores last week, selling for $129.50 with an extra charge of $35 for antenna installation and six months service. The set, a Viewtone table model, covers six of the 13 television channels but does not include the standard band.

Two department stores showing the sets are not yet taking orders because of uncertainty of delivery. One has a backlog of 350 orders, it was reported, from previous commitments to customers. The other will notify prospective purchasers when it is ready to take orders. Four radio stores were said to be taking orders, promising deliveries in three to four weeks.

Irving Kane, president of Viewtone Co., told BROADCASTING that 700 to 800 of the sets have been delivered and that production is now at a rate of 700 per week. He said he expected to be on a 2,000 set per week schedule by late June.

Sell More
in LOUISVILLE
with
WINN
BASIC STATION
AMERICAN
BROADCASTING COMPANY
HARRY McTIGUE General Manager
★

Miller

(Continued from page 15)

best possible quality of music and to insure employment of all qualified musicians who can be profitably used by the radio broadcasting industry." Mutual goodwill is needed to achieve this aim, he said, with the result being "long-continued peace and ever-increasing employment of musicians."

January Agreement

President Miller's effort to keep music negotiations on a "dotted-line" rather than "picket-line" basis started in January when he asked Mr. Petrillo for a conference with the AFM international board. This conference was held Jan. 18 and agreement reached to hold a joint meeting of groups representative of each industry.

This meeting was held April 8 in New York, followed by a meeting of smaller committees April 15 [BROADCASTING, April 15, 22]. At that time relations were on a cordial basis, with indications that permanent committees would be named by each side for the policy negotiations.

Almost a month had passed, a period in which AFM maintained a significant silence, when the NAB board met in Washington May 6-9. The board held a combined session with the Industrywide Music Committee, with agreement reached that an AFM runaround was being applied to broadcasters.

Through all the dealings, President Miller has adhered to his theory that fair-minded people can work out the music problem. His latest letter is in line with that policy, making it clear that broadcasters are keeping their record clear by refraining from any unfair or deceptive practice. The NAB board twice has affirmed the policy, and all 17 NAB districts have supported the association head in his leadership.

Text of Letter

President Miller's letter to Mr. Petrillo, dated May 20 but not made available until Friday, follows:

I was surprised and disappointed by the front-page editorial which appeared in a recent number of "The International Musician" and by the press dispatches which were based thereon. In that editorial you said: "I think the position of the International Executive Board, in making the ruling they did, is sound, until such time as the radio people have something better to offer, or can convince us that we are wrong. So far they have not done so."

As you know, I have repeatedly requested that a joint committee, representing the AFM and the radio broadcasting industry, be set up for the express purpose of discussing our differences and providing a basis for peaceful settlement, by recommending to our respective groups the adoption of such solutions as may be mutually agreed upon.

I have met with you on three occasions for that purpose. When our last meeting adjourned, I supposed that we were making good progress toward setting up such a joint committee and have been waiting to hear that you were ready to go ahead.

So far as the radio broadcasters are concerned, we are ready to continue at your convenience. At its last two meetings—in January and again in May—the NAB Board of Directors approved the suggested procedure. Representatives of all segments of the industry have been chosen to serve upon the proposed joint committee. All the national networks are represented.

We have no desire to use oppressive or unfair methods. We wish to avoid the wasteful procedures of strikes and lawsuits. If such methods and procedures are used, it will still be necessary, eventually, to sit down around the table and reach agreements by methods of discussion and adjustment. Surely, fair-minded people can do this, now.

Your people and ours are anxious to give to the American listening public the best possible quality of music and to insure employment of all qualified musicians who can be profitably used by the radio broadcasting industry. To this end we should build up goodwill between our respective groups and employ the methods of education and persuasion. If we do so, we may reasonably hope for long-continued peace and ever-increasing employment of musicians. If we use, instead, the methods of conflict and aggression, we will stir up bitterness and resentment, and delay the very object which we both desire.

Preliminary Reports Indicate PW Domestic Tests Successful

INITIAL REPORTS indicate that the Press Wireless test broadcasts will be successful. Bad weather has been encountered throughout, yet the majority of the receiving stations heard from to date indicate that the program material was of suitable quality for rebroadcasting, according to PW.

The 58-program project began Sunday, May 19, with broadcasts to Maine. Stations contacted in Maine reported very good reception. Entire test will continue until May 29 [BROADCASTING, May 13, 20].

Several transmissions, relayed to Massachusetts from New York via Los Angeles, employed "moduplex" technique, wherein code was transmitted simultaneously with the program material. This ambitious phase of the demonstrations was not quite as clear as the direct A3 emissions, yet stations informed Press Wireless that the speech was still quite intelligible and suitable for rebroadcast.

Favorable Reaction

Some of the comments by monitors who reported to Press Wireless were that "the music sounds as if it's coming off our own turnable" [St. Petersburg, Fla.]; "as strong a signal as our receiver has ever picked up" [Birmingham, Ala.]; "certainly studio quality" [Washington, D. C.].

John Shepard 3rd, chairman of the board and general manager of the Yankee Network wired that the program delivery service "promises to be an additional source of programs which will eventually accrue to the benefit of the listener."

He added that "The Yankee Network has always pioneered in taking advantage of any logical development in the art of communications." The programs, which contain five miuutes of music and ten minutes of spoken material, have featured some prominent radio figures.

Through the cooperation of WMCA and WNEW, both in New York, the test broadcasts are emanating from those studios.

BIEMILLER PRAISES AIMS OF BLUE BOOK

THE FCC found a friend last week for its March 7 Blue Book on program control in Rep. Andrew J. Biemiller (D-Wis.), who cited a statement by the American Civil Liberties Union which commended the report. He took issue with Rep. B. Carroll Reece (R-Tenn.), chairman of the Republican National Committee, who on May 18 on CBS charged that the FCC seeks to control programs [BROADCASTING, May 20].

"The facts do not support the gentleman's insinuations," said Representative Biemiller in the House Monday. "Responsible newspapers throughout the country have editorially complimented the Commission upon this report." He named the *New York Times*, *St. Louis Post-Dispatch*, *Cleveland Plain Dealer*, *New York Post*, *Milwaukee Journal*, *Washington Post*, *Mobile Press*, *Miami Daily News*, *Wilmington Journal*, *New York Herald Tribune*, *New Haven Register* and *Hartford Courant* as complimenting the report.

Congressman Biemiller inserted in the *Congressional Record* a statement by the ACLU radio committee, which commended the FCC Blue Book. Committee members are: Thomas Carskadon, chairman; Ruth Brindze, Henry J. Eckstein, Morris L. Ernst, James Lawrence Fly, former FCC chairman; J. G. Gude, David Halpern, Arthur Garfield Hays, Quincy Howe, H. V. Kaltenborn, Robert J. Landry, Dr. Paul Lazarsfeld, Morris S. Novik, Harriet Pilpel, Elmer Rice, Thomas L. Stix, Norman Thomas.

Tower Completed

NEW TOWER of CKNW New Westminster, B. C., has been completed. Tower, 410 feet high, will have an effective increase of power of 40% for station, according to Bill Rea, owner and manager.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
Write for 1946 Market Study
Vital statistics you should know . . . like Hartford's $7,247 net income per family! Complete new, authentic! Write Wm. F. Malo, WDRC, Hartford 4, Conn., for your complimentary copy.
CBS

WSW continues to put public service first, although leading all Pittsburgh stations in total sponsored time.
WE maintain thirty regular "pick-up points" for remote broadcasts of important public-interest features.
SPORTS coverage is complete, with play-by-play broadcasts of baseball, football, hockey and other major sports.
WHEN you want intimate coverage of this rich industrial market, include WWSW—Pittsburgh's only 24-hour station.
Represented by Forjoe and Company
WWSW, INC.
PITTSBURGH, PA.

WWL
7 pm Fri. "ALDRICH FAMILY"
870 on Your Dial
WWL
New Orleans
shouts its shows on Billboards
Folks turn first to-
WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

97 Temporaries are Made Permanent

FCC Again Admonishes On Programming Requisites

ADMONISHING licensees to review programming with an eye on the FCC's Blue Book, the Commission last week announced renewals for about 30% of the approximately 300 stations on temporary license which were instructed to file program logs and percentage analyses following the Blue Book's appearance.

The Commission cautioned that its "action in granting current renewals should not be construed as an indication that in all instances the program structures are in keeping with the overall public service responsibilities enunciated by the Commission from time to time pursuant to the Communications Act of 1934 and reviewed and summarized in the March 7, 1946 [Blue Book] report."

It was noted that the program logs for the 300 stations—requested the day after the Blue Book was issued — represented a composite week "prior to the recapitulation in the report of March 7" and that therefore "current renewals are being granted on the showings made . . ."

However, the Commission continued, they are being granted "with the expectation that all licensees will review their program structure in the light of the Act and the Commission's report."

In instances "where there appears to be an extreme disregard of public service responsibilities," FCC warned, "a hearing will be ordered on current renewals."

Extreme Cases

It was not considered likely that any considerable number of renewal applications would be set for hearing, but that extreme cases so designated would serve to put the entire industry, as well as the stations involved, on notice as to FCC's expectations. Thus far, Commission sources said, only WBAL Baltimore's renewal application has been designated for hearing. It is to be heard July 1.

Announcement of the renewals—for 95 stations, most of which, FCC sources said, were among the 300 from whom program logs were requested on March 8—confirmed earlier predictions that large-scale renewals would soon be forthcoming with possibly a handful of extreme cases held out for hearings [CLOSED CIRCUIT, May 20].

Renewals for approximately 50 of the 300 stations have been announced in the past, so that approximately half of the number remain to be acted upon. Action on many awaits the submission of required financial, engineering and similar data. Some have not been acted upon because the stations are involved in hearings — for example, it was explained, those in duopoly proceedings.

The Commission did not disclose the exact number of program analyses it actually had considered, saying merely that the 300-odd stations requested to supply information had done so, and that "a number have been considered."

The renewals, announced Wednesday, were granted May 10 unless otherwise noted.

The following stations were granted renewal of licenses for the period ending Feb. 1, 1947:

WGAU Athens, Ga.; WGH Newport News, Va.; KFYO Lubbock, Tex.; KMYR Denver; KPDN Pampa, Tex.

The following stations were granted renewals for the period ending Aug. 1, 1947:

WGRC Louisville, Ky.; WDEF Chattanooga; WCOS Columbia, S. C.

The following stations were granted renewals for the period ending Feb. 1, 1948:

WCBS Springfield, Ill.; WPAD Paducah; WIBM Jackson, Mich.; WEED Rocky Mount, N. C.; WHDL Olean, N. Y.; WGOV Valdosta, Ga.; WFNC Fayetteville, N. C.; KRIC Beaumont, Tex.; WASK Lafayette, Ind.; WGL Fort Wayne; WGNC Gastonia, N. C.; WJPA Washington, Pa.; WKIP Poughkeepsie, N. Y.; WLPM Suffolk, Va.; WMAS Springfield, Mass.; WNAB Bridgeport, Conn.; WSLI Jackson, Miss.; WLEU Erie, Pa.

The following stations were granted renewals for the period ending Aug. 1, 1948:

WMOG Brunswick, Ga.; WHBB Selma, Ala.; KRNR Roseburg, Ore.; WKBB Dubuque; KDRO Sedalia, Mo.; KPLC Lake Charles, La.; KWEW Hobbs, N. M.; KBKR Baker, Ore.; WDAN Danville, Ill.; WKNY Kingston, N. Y.; WTMC Ocala, Fla.; WDBC Escanaba, Mich.; WNLC New London, Conn.; WOSH Oshkosh, Wis.; KGKY Scottsbluff, Neb.

The following stations were granted renewals for the period ending Nov. 1, 1948:

KMO Tacoma, and auxiliary; WHIO Dayton; WDOD Chattanooga; KFOX Long Beach, Calif.; KFAC Los Angeles; KRNT Des Moines; KIT Yakima, Wash.; WOOD Grand Rapids; WFBR Baltimore, and auxiliary; WJDX Jackson, Miss.; WKNE Keene, N. H.; WRR Dallas, and auxiliary; KFGQ Boone Ia.; KGGM Albuquerque; KTFI Twin Falls, Idaho; KUOA Siloam Springs, Ark.; WORC Worcester, Mass.; WTCN Minneapolis; WHBF Rock Island; KGLO Mason City, Ia.; WXYZ Detroit; WSPR Springfield, Mass.; WSMB New Orleans; WSAI Cincinnati; WKAT Miami Beach; WJHP Jacksonville; WISH Indianapolis; WHAZ Troy; WFIN Findlay, Ohio; WFBC Greenville, S. C.; KSCJ Sioux City, Ia.; KRIS Corpus Christi; KRGV Weslaco, Tex.

KVOA Tucson, Ariz., was granted renewal for period ending Nov. 1, 1948 (Action taken 5-21.)

The following stations were granted renewal of licenses for the period ending Feb. 1, 1949:

WCPO Cincinnati; WBHP Huntsville, Ala.; WIBX Utica; WRBL Columbus, Ga.; WMFR High Point, N. C.; KGEK Sterling, Colo.; KODL The Dalles, Ore.; KPOW Powell, Wyo.; WCOL Columbus; KAST Astoria, Ore.; KGHI Little Rock.

The following stations were granted renewals for period ending May 1, 1949:

KWFT Wichita Falls, Tex.; KALB Alexandria, La.; KECA Los Angeles; KSAC Manhattan, Kans.; KSD St. Louis; WMBS Uniontown, Pa.; KTBC Austin, Tex.

WSBC Chicago was granted renewal for period ending Aug. 1, 1946.

WWVA Wheeling, W. Va., was granted renewal for period ending May 1, 1948.

Dr. Zeisel Recommends Rating Experiments

COMMENTING on the proposal of C. E. Hooper Inc. to obtain audience ratings projectable against all U. S. radio homes by using the diary method in combination with the coincidental method [BROADCASTING, May 20], Dr. Hans Zeisel of the research department of McCann-Erickson has issued a statement recommending further experiments, both as to the usefulness of the diary method in producing ratings and the accuracy of the diary-coincidental ratio.

Stating that "the use of such ratios for computed ratings in the past has not been too successful," Dr. Zeisel continued: "It is one thing to set up a formula and another to make it represent more than an arithmetical artifact. But while I expect the difficulties in obtaining such applicable ratios to be great, further experiments might well prove the problem to be solvable."

Cunningham Resigns

P. H. CUNNINGHAM, general manager of KWOC Poplar Bluff, Mo., for six years, has resigned to join the sales staff of KHMO Hannibal, Mo.

KMED

(*Continued from page 18*)

vice president, and John A. Bohn, secretary.

O. E. Richardson, Fred L. Adair, and Robert C. Adair, who operate the Hammond station under the partnership name of Radio Station WJOB, would retain control of the station in the proposed assignment to South Shore Broadcasting Corp., but 30% of the stock would be divided among four employes of the station.

Mr. Richardson, who with Robert C. Adair owns WASK Lafayette, Ind., now has 50% interest in WJOB and would have 35% if the assignment is approved. Fred L. Adair, now 40% partner in WJOB, would have 9% while Robert Adair would have 26% rather than his present 10%. New stockholders, all employes, are Frank Reynolds, Elmer Herkimer, and L. B. Weller, 8% each, and Stanley Strasburg, 6%. Mr. Richardson would be president, Fred Adair vice president, and Robert Adair secretary-treasurer. WJOB is on 1230 kc with 250 w fulltime.

An average day of broadcasts over

WTCN

—18 HOURS—

72 quarter hours of DIFFERENT programs

Music	36%
News	12%
Childrens & Teen Age	10%
Drama	8%
Women's Features	5%
Religious	3%
Sports	3%
Other Public Interest Programs	23%

100% VARIETY

WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA
AMERICAN
Broadcasting Company

FREE & PETERS • NATIONAL REPRESENTATIVES

An All-Time Favorite

IN THE GOOD OLD SUMMERTIME

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EDWARD B. MARKS MUSIC CORP.

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580 Fifth Ave., New York 19, N.Y.

WNEW Defends Its Programs, Cites Public Service Broadcasts

STOUT DEFENSE of its program record, coupled with a claim that it devotes as much time to public service as any other commercial station in the country, marked the first round of FCC hearings in New York last week to determine whether WNEW shall continue to operate.

The Bulova station is fighting renewal proceedings by the FCC while pressing its application for 50 kw power and resisting the efforts of a religious organization, the Missionary Society of St. Paul the Apostle, to take away its frequency. A minority stockholder is also participating as an intervenor to inquire into certain financial transactions involving Greater New York Broadcasting Corp., present licensee of WNEW, and Wodaam Corp., licensee of WOV New York, also owned by Bulova, and previous licensee of WNEW.

With the proceedings likely to continue intermittently for several weeks, the hearings got under way Monday with Judge J. Fred Johnson, FCC Law Dept., as presiding officer; Vincent B. Welch as Commission counsel; William Fitts, associate of James Lawrence Fly, former FCC chairman, as counsel for WNEW; John J. Sirica, former counsel for the House Select Committee to Investigate the FCC, representing the Missionary Society; and Charles B. McGroddy Jr., of Warren & McGroddy, counsel for Richard O'Dea, intervenor.

Pending return from Europe of Arde Bulova, for whom Mr. Sirica has requested a subpoena [BROADCASTING, May 20], the Commission heard testimony from WNEW officers and other witnesses attesting to the station's public service programs. Appearances last week included Harold A. Lafount, former Federal Radio Commissioner, who has charge of Mr. Bulova's radio interests; Bernice Judis, general manager of WNEW; Ted Cott, program director of WNEW.

During direct testimony and through cross-examination, Mr. Lafount testified that:

With 50 kw power the station can operate at a profit on a 50% commercial schedule.

He is a vice president and director of Greater New York Broadcasting Corp. and draws $10,000 annually for directing activities of WNEW on policy matters.

He ordinarily spends about half his time at the station but about three-fourths of his time there currently.

The sole purpose of the 50 kw application is to provide a better signal in the WNEW service area.

Milton H. Biow, president of the Biow Co., New York advertising agency, has had an interest in WNEW for about two years and is active in an advisory capacity.

New offices, studios and equipment now being built for WNEW at 565 Fifth Ave. will cost approximately $639,500. Mr. Bulova is part owner of this building.

There is nothing in writing with respect to a commitment by Mr. Bulova to advance $360,000 toward WNEW expansion.

Estimated cost of projected 50 kw transmitter and installation is $233,500.

Station advertising rates will be raised to cover increased operating costs.

He could not recall the last stockholders' meeting. He did not think Mr. O'Dea was consulted regarding the application for 50 kw power.

The licensee company has never paid a dividend but has paid interest on its bonds.

Cott Impression

Previously, Miss Judis had testified the station receives $250 weekly from Bulova for carrying a minimum of 24 announcements, but the number of spots and "mentions" averages 70 a week. Bulova, she said, is one of four old customers which receive from WNEW a "package rate" that is substantially lower than the current rate.

She said the station is now on a 44.5% commercial basis and that this percentage would be retained if and when the 50 kw operation is granted.

Mr. Cott was permitted to say for the record that it was his "impression" that WNEW devotes "as much" time to public service as any other station in the country with the exception of noncommercial stations. Mr. Welch had previously objected to a "conclusion" by Mr. Cott as inadmissible for lack of data on comparable stations.

Mr. Cott did not think 76% a high percentage of a station's time to be devoted to recordings. He said it was his "personal opinion" that WMCA, WAAT, WQXR, WPAT, WLIB and WHOM, in the New York area, have as much recorded time as WNEW. Mr. Welch said an analysis prepared by the FCC would show that Mr. Cott's opinion is not supported by facts.

When Mr. Sirica expressed curiosity that WNEW did not formulate new program plans until a few weeks ago—since the Missionary Society filed for the station's frequency—Mr. Cott said that time did not permit formulation earlier.

U. S. STEEL program *Theatre Guild of the Air* originated from Los Angeles recently with studio audience largely composed of organization's personnel in that area. Gathered for the occasion are (l to r): Don Searle, ABC Western Division vice president; Wayne Tiss, BBDO vice president in charge of Hollywood office; J. Carlisle MacDonald, assistant to the chairman of the board, U. S. Steel, in charge of public relations; Carl Wittenberg, U. S. Steel sales manager for Los Angeles district; Oliver M. Presbrey, BBDO radio account executive and Charles Huse, director of public relations for Columbia Steel, U. S. Steel subsidiary.

Negro Fund Program

UNITED Negro College Fund program aired May 25 10-10:30 p.m. by ABC featured group of Negro artists from both classical and jazz fields. Included on program were Ella Fitzgerald, Tuskegee Choir, Art Tatum and Sugar Chile Robinson, Dorothy Maynor, King Cole Trio.

Wright Is to Leave NBC For Independent Work

WYNN WRIGHT has resigned as national production manager of NBC, effective June 1, to become an independent producer of package shows.

The network announced that Robert K. Adams, former manager of program development, would succeed Mr. Wright as national production manager.

Mr. Wright, who has been production manager at NBC since 1942, announced that upon his resignation he would not only produce package shows, but also engage in free-lance directing.

WJW scored when it shot for leadership in the Cleveland daytime market! . . . Winning 8 firsts out of 19 classifications, with 47 points against the next station's 26 in the Cleveland Press Radio Poll proved again that

WJW IS CLEVELAND'S *Chief* **STATION**

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

FOR THE "*World's Best Coverage of the World's Biggest News*"

UNITED PRESS

Like Bees in Clover . . .

advertisers using

UBC— KSFO —UBC

SAN FRANCISCO

Universal's Key Station for Northern California

WHO

is "Listened-to-Most" in 74 of Iowa's 99 Counties

(No. 2 Station is "Listened-to-Most" in 11 Counties!)

Write for complete facts!

50,000 Watts · Des Moines

Free & Peters, Representatives

"TAP TAP" Who's There?

Some smart sponsor tapping the rich Portland Market by means of WGAN.

STATION WGAN PORTLAND MAINE

National Sales Representatives: PAUL RAYMER COMPANY

The SCHOOL of RADIO TECHNIQUE

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America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

For Full Details, Request Booklet B

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CHICAGO 4, ILL.: 228 S. Wabash Avenue

SINGLE AM GRANT ANNOUNCED BY FCC

A SINGLE GRANT for a new standard station, to be built at Bemidji, Minn., was announced by FCC following its meeting last Tuesday. The grant went to Bradford & Pihl, a partnership, who estimated construction costs at $22,350 excluding land.

At the same time the Commission approved Russell E. Kaliher's petition for dismissal of his application for the same facilities in Bemidji. The grant to Bradford & Pihl, subject to their filing within 60 days an application for modification of permit specifying a transmitter site and antenna system meeting Commission standards, was as follows:

Bemidji, Minn.—Bradford & Pihl, 1450 kc 250 w fulltime. Partnership: Rupert W. Bradford, editor and half owner of Bemidji weekly "Northland Times"; Harry F. Pihl, Bemidji automotive jobber and manufacturer. Granted May 21.

Supplementary Information

Meanwhile, supplementary information on grantees announced May 17 [BROADCASTING, May 20] was made available by FCC as follows:

Mayfield, Ky.—Mayfield Broadcasting Co. 1230 kc 1 kw daytime. Equal partnership: H. M. Southard, minister, of Wingo, Ky.; P. M. Mullins, lieutenant in Kentucky State Highway Patrol. Granted May 16.

Mayfield, Ky.—Mayfield Broadcasting Co. Inc. 1050 kc 250 w daytime. Principals: James Edwin Green, manager, Legion Theatre, Mayfield, president, 50%; Pierce E. Lackey of Pierce E. Lackey Group (WPAD WSON WHOP and CP at Madisonville), vice president, 25%; W. Pruitt Lackey, manager of WPAD, secretary-treasurer, 25%. Granted May 16.

Norwich, Conn.—Norwich Broadcasting Co. 1400 kc 250 w fulltime. Equal partnership: J. Eric Williams, real estate man, Lyme, Conn.; H. Ross Perkins, World War II veteran, in yacht building business. Granted May 16.

Waterbury, Conn.—Mitchell G. Meyers, Ruben E. Aronheim, and Milton H. Meyers (equal partnership), owners of WEIM Fitchburg, Mass. and holders of conditional grant for FM station there, 1240 kc 250 w fulltime. Meyers brothers are attorneys at Waterbury. Mr. Aronheim is general manager of Hadley Furniture Co., Waterbury, with retail stores in Waterbury, Springfield, Worcester. Granted May 16.

Worcester, Mass.—New England Broadcasting Co. 1230 kc 250 w fulltime. John J. Hurley, NBC Washington announcer, former lieutenant commander in Navy, president, 40%; Paul C. Lytle, of Worcester investment firm, 40%; Kenneth B. Murray, New York City, formerly of Signal Corps, 20%. Granted May 16.

Newberry, S. C.—Newberry Broadcasting Co. 1240 kc 250 w fulltime. Equal partnership: C. A. Kaufmann, Newberry, state manager, Citizens Home Fire Insurance Co.; John F. Clarkson, Newberry attorney. Granted May 16.

New Concern Offering Record, Film Service

CINEMART Inc. has been formed at 101 Park Ave., New York, to make 16 mm sound movies and recordings on disc and film. Capitalized at $50,000 and chartered in New York, the company is headed by Harold Kovner, president, and Varian Fry, vice president and treasurer.

Studio and off-the-air recordings will be made along with transcriptions and sound movies as well as slide films for educational, industrial and television clients.

Engineering Details of Nearly Half Of FM Conditional Grants Completed

ENGINEERING DETAILS of almost half of the 441 outstanding FM conditional grants have been reviewed, FCC said last week in a progress report on its handling of FM applications.

The summary accompanied announcement that construction permits had been authorized for six more FM stations, bringing the total to 52 since normal licensing was resumed last Oct. 8, and that engineering approval had been given six other applications already conditionally granted. Five North Carolina applications were designated for consolidated hearing.

The Commission, discussing its progress in converting conditional grants into actual permits, said 205 of the 441 conditional grants have been examined as to engineering details and that in 115, additional information has been requested. Further work on these, FCC said, must await submission of the requested data.

Held Up for Program Plans

Of the remaining 90 whose engineering plans have been considered, the report noted that in 29 cases engineering approval has been granted but the construction permits are being held up for failure of the applicants to submit the required statement of program plans.

In the remaining 61 "there are 34 where engineering reports have been prepared which will be submitted to the Commission in the near future looking toward the issuance of construction permits (or engineering approvals in those cases where the required statement of program plans has not been submitted.)" Engineering reports are being prepared in 27 other cases, the FCC reported.

FCC noted that 126 applications are in hearing and that 261 others have received no action. The latter, it was explained, "for the most part are either applications which have only recently been filed, or applications from a person or concern who has already received one grant." The cases set for hearing include four on the multiple ownership issue and 122 designated "because the number of applications for the communities involved exceeds the number of channels available."

The report showed 48 FM stations now licensed and five under construction pursuant to authority granted before wartime restrictions were invoked.

Applications designated for consolidated hearing were those of N. C. Broadcasting Co., A. J. Fletcher, and Greensboro Broadcasting Co. Inc., all for Greensboro, and Piedmont Publishing Co., Winston-Salem, and Burlington-Graham Broadcasting Co., Burlington.

FINAL CP's GRANTED

The following stations, heretofore granted conditionally which have received Engineering Approvals, were granted regular construction permits:

The Troy Record Co., Troy, N. Y.	CP for metropolitan station; 92.5 mc. (Chan. 223); 12 kw.; antenna 636 feet.
Daily Telegraph Printing Co. (WHIS), Bluefield W. Va.	CP for rural station; 97.9 mc. (Chan. 250); 186 kw.; antenna 1,072 feet.
Radio Service Corp. (KSEI), Pocatello, Idaho	CP for metropolitan station; 103.3 mc. (Chan. 277); 1.8 kw.; antenna 65 feet.
Scranton Broadcasters Inc. (WGBI), Scranton, Pa.	CP for metropolitan station; 100.1 mc. (Chan. 261); 7.5 kw.; antenna 731 feet.
E. Anthony & Sons Inc., New Bedford, Mass.	CP for metropolitan station; 97.3 mc. (Chan. 247); 20 kw.; antenna 500 feet.
Sacramento Valley Broadcasters (a partnership), Marysville, Cal.	CP for rural station; 92.3 mc. (Chan. 222) 38 kw.; antenna 2,056 feet.

ENGINEERING APPROVAL OF CONDITIONAL GRANTS

Following is a list of applications for which approval of basic engineering plans were granted by the Commission. (*Note:* Power given is effective radiated power; antenna height given is height above average terrain):

Portland Broadcasting System Inc. (WGAN), Bangor, Maine	Metropolitan; 94.3 mc. (Chan. 232); 10.8 kw. antenna 586 feet.
Lee Broadcasting Inc. (WTAD), Quincy, Ill.	Rural; 98.1 mc. (Chan. 251); 33 kw.; 639 feet
Truth Publishing Co. Inc. (WTRC), Elkhart, Ind.	Metropolitan; 103.1 mc. (Chan. 276) 21.6 kw.; antenna 422 feet.
Bradford Publications Inc., Bradford, Pa.	Metropolitan; 97.1 mc. (Chan. 246); 2.7 kw. antenna 551 feet.
Minn. Broadcasting Corp. (WTCN), Minneapolis, Minn.	Rural; 97.1 mc. (Chan. 246); 192 kw. antenna 491 feet.
Hawley Broadcasting Co., Reading, Pa.	Metropolitan; 93.1 mc. (Chan. 226); 9.0 kw. antenna 712 feet.

Bendix Earnings

EARNINGS totaling $13,329,902 or $6.30 a share common stock, before a special income credit of $2,168,349, for the fiscal year ended Sept. 30, 1945, were announced by Bendix Aviation Corp. last week. Latter figure was credited to net income as a result of the reserve for doubtful receivables being reduced by that amount. Net income after special income credit totaled $15,498,252 or $7.31 a share. Earnings for the previous fiscal year were $7.22 a share.

Nielsen Open House

SERIES of open house tours for Chicago Radio Management Club members will be conducted starting June 10 by Arthur Nielsen Co., Chicago, radio research organization. Purpose of Nielsen Radio Index Open House is to show Chicago radio executives difference between Nielsen Audimeter index and Hooper and CAB reports. Each session will include dinner in Nielsen dining room, brief talks on Audimeter and personally conducted tour through company plant.

Television

(*Continued from page 18*)

manager, said that although KFI is an NBC affiliate and NBC is seeking a television station in Los Angeles, he did not think a video grant to KFI would jeopardize its contract with the network. If both applications are granted, he said, KFI's television outlet would operate independently but might align itself with a regional video network.

Other KFI witnesses included Dr. McNamara, program director; Eugene Overton, vice president and general counsel, and A. E. Hamilton, comptroller, who testified on finances; and Curtis W. Mason and H. L. Blatterman, co-chief engineers, who detailed operational and studio engineering facilities of the projected stations.

George Curran, designing engineer for Earle C. Anthony Inc., opened Wednesday's session and concluded presentation for KFI with a description of planned coverage.

Don Lee Broadcasting System presented two witnesses. Mr. Weiss, Don Lee executive vice president and MBS vice chairman, reviewed the company's financial condition, history and projected plans. Harry R. Lubcke, television director, covered technical plans.

J. P. Hearne, FCC western attorney, persistently sought to have Mr. Weiss specifically define percentage of television time to be commercial as against sustaining. Mr. Weiss insisted it was impossible to predict the unforeseeable future but said that within the predictable future he could not see television going any higher than 50%.

Hope for Network

Mr. Weiss stressed the importance of close cooperation with advertising agencies to evolve suitable fare and effective commercial presentation techniques.

He expressed hope for ultimate regional network television operation by Don Lee if granted licenses in San Francisco and Los Angeles areas. He also saw a need to develop some type of television film fare which would maintain a high quality level, but added that his organization was far from a satisfactory answer.

Mr. Weiss reported that experimental work had produced improved color television technique and said an application was planned for high frequency experimentation.

Appearing for NBC's application, John F. Royal, NBC vice president in charge of television, described programming experiences of the network's WNBT New York.

Weighing the future of television programs, he stressed the need for carrying less radio thinking into television, declaring "the difference is marked."

Cross-examined Thursday, Mr. Royal said he thought a video network was two or three years away, dependent largely upon lines laid by AT&T. Queried on the need for an owned station in the Los Angeles market, he said that aside from talent factors, profit was a worthy consideration. He emphasized that ownership results in greater economy than operation through an affiliate.

Mr. Strotz, NBC vice president in charge of Western Division, added that development of talent and programs is more difficult through an affiliate.

Mr. Strotz, attacking what he called a misguided opinion in some quarters regarding commercialism, asserted than an attempt to establish a fixed ratio between commercial and sustaining programs is foolhardy so long as the public service mission is accomplished. He reported, however, that the ratio between sustaining and commercial features is now about 70-30, but that there is no company policy in such matters in standard broadcasting and that none has been promulgated for television. In the latter, he said such questions would be impractical for at least 10 years.

Raymond F. Guy, NBC facilities engineer, reviewed technical accomplishments of NBC, and Noran E. Kersta, NBC television director, outlined program plans and past operations as developed in New York.

Mr. Woods, ABC president, opened testimony on behalf of his network's application, disclosing that his West Coast trip is also concerned with acquisition of a Hollywood site.

Mr. Woods listed three main factors contributing to the need for an owned television outlet in Los Angeles: profit; its importance to the advertiser in developing programs; and talent. Operation through an affiliate rather than an owned station, he said, would be a handicap.

The ABC president said the ratio between commercial and sustaining time in television would not be a consideration for 25 years but when that time comes 70-30 would be a workable ratio.

FCC Reorganizes Work Schedule; Plans Three-Week Vacations for All Staffers

FCC LAST WEEK reorganized its work routine and also has made provision for a couple of hiatuses during the summer to give itself and its staff much needed vacations.

Effective next month, the regular meeting day will be Thursday instead of Wednesday. But the Commission will meet in executive session on Wednesday afternoons to consider docket cases, rules and regulations, personnel and administrative problems and other non-routine matters. Heretofore these matters have been considered following the regular meeting agenda and little headway has been made on them.

The Commission also hopes to have every staff member take at least a three-week vacation this summer. These will fall in the categories between about July 15 and Aug. 5, and from Aug. 12 until Sept. 2. Regular meetings will not be held during these periods, although three members will be in Washington to handle matters subject to subsequent ratification. During the week of Aug. 5 the entire Commission will be on hand to clean up accumulated business preparatory to the second vacation break. Vacations for staff members will be in the discretion of department heads but wherever possible they will be given during the two three-week periods.

The Clear Channel hearings resume July 1 and are likely to run two weeks, or up to the first vacation period. If this final phase of the hearings, related to technical aspects, is not concluded by then, it may be necessary to postpone the sessions for a week or more. The FCC had planned to continue the proceedings until concluded, but this is now regarded as unlikely because it isn't certain that all of the engineering data will be ready.

STAFF REALIGNMENT ANNOUNCED BY FCC

PERMANENT STATUS for three officials of the Broadcast Branch of the FCC Engineering Dept. was announced by the Commission last Thursday.

Serving heretofore in an acting capacity, James E. Barr was appointed chief of the Standard Division; Cyril M. Braum was named chief of the FM Division, and Curtis B. Plummer was made chief of the Television Division.

The Commission also announced the retirement of V. Ford Greaves, supervisor of the Western Area of the Radio Intelligence Division of the Engineering Dept., stationed at San Francisco, and of Dr. L. P. Wheeler, chief of the Technical Information Division, Engineering Dept. Both received letters of commendation from the Commission.

Mr. Greaves joined the Radio Service of the Dept. of Commerce in 1912, organized the Washington office, and later served as traveling radio engineer and, after several years in private industry, as assistant chief engineer in charge of broadcast matters of the old Federal Radio Commission, before transferring to San Francisco in 1934. Dr. Wheeler, a nationally recognized physicist, joined FCC in 1936 in charge of the new Technical Information Division after many years of teaching and research. He is a past president of IRE.

THERE'S PLENTY OF BUSINESS IN
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Get Your Share By Using...
WING The Dayton Station
WEED & CO. National Representatives

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Offer your products in a market that has the money to buy them. Let this medium of major influence sell your products in profitable volume. Sell via WSAV.
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710 KC
CBS
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Represented by FREE & PETERS, Inc

WLW
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THE NATION'S MOST MERCHANDISE-ABLE STATION

ABC, EARL CARROLL MAY SHARE BUILDING

REVEALING that several sites are under consideration in Hollywood's "radio row" as Western Division headquarters, Mark Woods, ABC president, at a news conference in Hollywood last week said occupancy of the proposed Earl Carroll theatre building is a "possibility."

Such a deal would be through long-term lease or part ownership. The theatre will be built, when materials are available, across the street from the CBS Columbia Square Bldg. on Sunset Blvd. between El Centro Ave. and Gower St. Hollywood expansion plans also call for FM and television stations on Mt. Wilson if FCC approves.

Similar plans are drafted for San Francisco, where KGO-ABC holds options on two proposed television sites, with network and station headquarters in the downtown business area. Mr. Woods said ABC is prepared to spend considerable money in the advancement of television, which he proclaimed as "the greatest medium of the entertainment world."

In Los Angeles for FCC television hearings, Mr. Woods said that the network shortly would list a $15,000,000 re-financing issue with the New York Stock Exchange [BROADCASTING, May 6]. Of that amount 50% will be available to the public, he added.

NAB Sales Executive Group To Study Standard Contracts

PROPOSED new standard contract form, approved by a joint NAB-AAAA subcommittee, will be submitted to the NAB Sales Managers Executive Committee, meeting June 5-7 at the Hotel Statler, Washington. If given approval at this session the contract will come before the NAB convention in Chicago Oct. 21-24.

Tentative agenda for the June meeting has been sent by Frank E. Pellegrin, director of NAB Department of Broadcast Advertising, to all committee members. Suggestions for discussion are asked and a complete agenda, along with background material, will be provided members ahead of the meeting. Chairman of the committee is James V. McConnell, manager, NBC spot sales.

Report on progress in working out a standard rate card format will be given the committee by Arthur Hull Hayes, WABC New York, chairman of a subcommittee that has been working on the subject. Chairman of the subcommittee that handled the NAB-AAAA standard contract form is Walter Johnson, WTIC Hartford.

Revival of the old Broadcast Advertising Record, discontinued some years ago by NAB, will be taken up with Kenneth H. Baker, NAB research director. Audience measurement services and proposals for their revision will be discussed by Dr. Baker.

Coming before the committee will be the proposal to set up an advertising agency recognition bureau, discussed at NAB district meetings during the winter and spring. Chairman of the subcommittee in charge is Stanton P. Kettler, WMMN Fairmont, W. Va. Hugh M. Higgins, NAB assistant director of broadcast advertising, will review sales promotion and sales aids, with J. Allen Brown, also assistant director, outlining sales activities among small market stations. John M. Outler, WSB Atlanta, will bring a report of the subcommittee on sales practices.

Standard Label

Plans for the sales managers program during the Chicago convention will be considered. Proposal to ask agencies and transcription makers to standardize label information will be brought up, covering such points as copyright information, length of selection in seconds, whether or not it contains approved identification.

Report of progress on recapitulation of results attained in the Joskes of Texas radio test last year will be given by Lee Hart, assistant director of broadcast advertising. Cecil Beaver, WOAI San Antonio, chairman of the Joske subcommittee, will review that body's activities.

Mr. Pellegrin will report on the retail radio advertising survey being conducted by the National Retail Dry Goods Assn. He and Mr. Higgins will meet with NRDGA officials in New York this coming Wednesday.

Station rate policies, with discussion of a rate structure for FM stations, are on the agenda. Uniform industry policy on national-local and general-retail rates will be considered. A. D. Willard Jr., NAB executive vice president, will review activities of a proposed cooperative organization to be formed by advertising media to maintain high advertising standards.

"OUTDOOR LIFE TIME"

Produced in association with OUTDOOR LIFE Magazine—

the 15-minute, open-end transcribed outdoors program that has EVERYTHING!

- A ready-made audience numbering more than 26,000,000 hunters and fishermen.
- Optional mail-pulling contest and point-of-sale promotion.

For Audition Recording write, wire or phone

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NBC Subscribers

LATEST list of new subscribers to NBC's transcribed musical program service, according to Willis B. Parsons, manager of Thesaurus and syndicated sales for the NBC Radio-Recording Division, includes: KREO, KRBA, WRBL, WGPC, WNBZ, W9XHZ, WPAX, WSAP, KWTX, KTKN, WMFJ, Central Broadcasting Co. of Alexandria, La., CJRL, CKDO, CHOK, The Philippines Broadcasting Co. and the Palestine Broadcasting Co., Jerusalem.

Foreign Shortwave Extension Is Urged

Broadcasters and Journalists Join in Fund Plea

WITH BROADCASTERS and commentators joining journalists in urging that Congress appropriate $19,284,778 for the State Dept.'s international information program, the future of shortwave broadcasting was undetermined last week.

On Wednesday a group headed by Mark Ethridge, publisher, Louisville *Courier-Journal* and *Times* (WHAS) and Maj. George Fielding Eliot, commentator, wrote the New York *Herald Tribune* protesting action of the House in reducing the State Dept. international information budget to $10,000,000 as "a deplorable and potentially harmful action."

On May 18 William B. Benton, Assistant Secretary of State in charge of the international information division, released statements by heads of five licensee corporations, Charles R. Denny Jr., FCC acting chairman, and OPA Administrator Paul A. Porter, former Commission chairman, urging continuation of shortwave broadcasting under present arrangements until Congress has had an opportunity to pass legislation.

State Dept. plans to submit to Congress shortly a proposed bill governing the future of shortwave broadcasting. Licensee officers urging that the status quo be maintained until Congress acts were James D. Shouse, vice president in charge of broadcasting, the Crosley Corp., Cincinnati; Dr. Frank Stanton, CBS president; Philip D. Reed, chairman of the board, General Electric Co.; Walter Evans, vice president, Westinghouse Electric Corp., and Brig. Gen. David Sarnoff, chairman of the board, RCA.

The Senate Appropriations Committee, which is conducting hearings on the 1947 fiscal year appropriations bill for State, Commerce and Justice Depts., has been besieged with letters and telegrams from broadcasters and publishers urging restoration of the funds cut by the House. Mr. Benton's announcement of May 18 said the statements of the five licensee officials were made "in response to an inquiry" by him.

Kemble Named

ED KEMBLE, account executive of Don Lee Broadcasting System, Hollywood, prior to Marine Corps service, has returned to the network as manager of newly created sales service department. He will coordinate sales department activities with other divisions of network. Jack Heintz, for several months manager of KTMS Santa Barbara following Navy discharge, has joined Don Lee as account executive. Prior to Navy service he was for five years manager of WCBS Springfield, Ill.

IATSE Charges Force Cancellations Of 16 Operatic and Ballet Broadcasts

WNYC, New York's municipally owned station, has been forced to cancel 16 operatic and ballet broadcasts in the past three weeks because of a recent ruling by the International Alliance of Theatrical Stage Employees (AFL), it was learned last week.

The cancellations were forced by an IATSE demand that stagehands working in a theatre must be paid $8.12 per hour above their ordinary scale if the production at the theatre is being broadcast, it was said.

City officials reported that IATSE chieftains had protested that many a stagehand had lost his job when broadcasting companies took over theatres which had been used for legitimate productions. To overcome the loss of income resulting from that, it was said, the IATSE had decided to require the extra payment for any stagehand who worked for a production that was presented not only for the regular theatre audience, but also broadcast.

WNYC reported it had cancelled four performances of the ballet at the Metropolitan Opera House, seven San Carlo operas at the Center Theatre, and five City Center opera performances because it was financially unable to pay the added stagehand salaries. The IATSE, it was said, contended that the payment of the extra funds was not necessarily the obligation of the broadcasting company, but of the theatre management or the producers of the show. Neither of the latter was willing to pay the extra wages in the 16 instances which WNYC reported.

It was understood that city officials were negotiating with the IATSE in an effort to reach a solution of what appeared to be a serious problem. WNYC customarily broadcasts many musical events that are produced primarily for theatre audiences.

CBS PARTY in honor of the stars of the *Blondie* series on that network, Sundays, 7:30-8 p. m., brought together (l to r around table): Joseph H. Ream, CBS vice president and secretary; E. H. Little, president of Colgate-Palmolive-Peet Co., sponsor of program; Penny Singleton, who portrays "Blondie"; William Esty, president, William Esty and Co. Inc., New York, agency handling account; (standing), Arthur Lake, "Dagwood"; William C. Gittinger, CBS vice president in charge of sales; and R. E. Healy, vice president in charge of advertisng of C-P-P.

Canadian Parliamentary Radio Committee Named

CANADIAN Parliamentary Radio Broadcasting Committee has been named at Ottawa, and is to hold meetings late this month and into June. Committee of 25 members will hear Canadian Broadcasting Corp. executives, representatives from Canadian Association of Broadcasters, and other bodies having radio broadcasting presentations.

There are 14 Liberals, six Progressive-Conservatives, four Co-operative Commonwealth Federation (Socialist), and one Social Credit member on the committee. Members are L. R. Beaudoin (L.-Vaudreuil-Soulanges), E. O. Bertrand (L.-Prescott), E. L. Bowerman (CCF.-Prince Albert), J. G. Diefenbaker (PC.-Lake Centre), D. M. Fleming (PC.-Eglington-Toronto), E. D. Fulton (PC.-Kamloops), P. Gauthier (L.-Portneuf), J. T. Hackett (PC.-Stanstead), Rev. E. G. Hansell (SC.-MacLeod), R. R. Knight (CCF.-Saskatoon), Dr. A. Laurendeau (L.-Berthier-Maskinonge), A. D. Leger (L.-Kent), R. Maybank (L.-Winnipeg-South Centre), Dr. J. J. McCann (L.-Renfrew), E. G. McCulloch (CCF.-Assiniboia), J. P. Mullins (L.-Richmond-Wolfe), G. E. Nixon (L.-Algoma West), L. P. Picard (L.-Bellechasse), N. Pinard (L.-Chambly-Rouville), W. A. Robinson (L.-Simcoe East), T. H. Ross (L.-Hamilton East), D. G. Ross (PC.-St. Paul's Toronto), A. L. Smith (PC.-Calgary), J. Sinclair (L.-Vancouver North), F. S. Zaplitny (CCF.-Dauphin).

News Spots Taken By Herald-Tribune

Paper Takes WMCA Periods Dropped by *The Times*

ENTRY of the *Herald-Tribune* into the New York news broadcast field on an expanded scale was announced last Wednesday coincident with the shift of *The New York Times* hourly bulletin service from WMCA to the *Times*-owned stations, WQXR and WQXQ (FM), beginning July 1. The *Tribune* will take over the 3-minute hourly news spots to be vacated by the *Times*, while continuing its nightly 15-minute news period on WOR and bulletin service on WABF (FM).

A joint announcement by Nathan Straus, WMCA president, and William E. Robinson, *Herald-Tribune* business manager, said the *Tribune* broadcasts on WMCA will be unsponsored and non-commercial and will include, when circumstances warrant, direct voice reports from the newspaper's correspondents abroad. "Radio has proven itself to be an important adjunct to the newspaper," said Mr. Robinson, "and the *Herald-Tribune* has been experimenting with news broadcasts for some time. In this connection, we have found radio's relationship to a newspaper complementary rather than competitive."

Arthur Hays Sulzberger, president of The New York Times Co., explained that *The Times* had been unable to broadcast news bulletins on its own station because of an agreement made with WMCA previous to its purchase of WQXR and WQXQ. He said that none of the bulletins prepared by *The Times* will be offered for sale. "*The Times* alone will sponsor all news periods, thereby putting into effect a policy in keeping with the conduct of its news columns," he said.

Recruiting Records

FINAL BARRAGE in Army's recruiting campaign will be released to all AM and FM stations in U. S. June 18 in form of recording of "Sound Off," three cadence chants recorded by Allen Roth's band and 16-voice male chorus. Records, running two minutes, 50 seconds and another type one-minute, were produced by Bert Wood, NBC radio-recording division program manager at NBC studios. Army's goal is 250,000 more men by June 30.

Pacific Relay Proposed

POSSIBILITY of establishing a relay to the Far East at some point in the Pacific is being considered by the Telecommunications Division of the State Dept., it was learned last week. A committee for the resumption of communications with liberated and occupied territories is deliberating reopening communications between the U. S. and Germany.

DeQUINCY V. SUTTON

Announces

An extension to the recently established consulting service for broadcasting

- Business guidance for newly organized stations, including budget planning, station operating efficiencies and economies.
- Participation in discussions looking to changes in capital structure, transfers or assignments and other financial matters.

DeQUINCY V. SUTTON

Temporary address: 2700 Connecticut Avenue Washington 8, D. C.

Telephone: COlumbia 8105

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Two engineers with first class tickets for progressive Rocky Mountain NBC regional. Experience preferred but not necessary on one, other must be fully experienced. Lifetime job, and pleasant working conditions. Write Box 286, BROADCASTING, giving qualifications and salary expected.

Transmitter operator, first class license, one kilowatt southeast NBC affiliate—$40 on 50 hour basis. Give full details in first letter. Box 315, BROADCASTING.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

Engineer-announcer wanted by an NBC station in the citrus belt of Florida. Only routine announcing required. Prefer young man from the south starting out in radio. First-class license required. Radio Station WLAK, Lakeland, Florida.

Wanted: Station manager who can really sell. Send complete qualifications including past experience and references. P. O. Box 5859, Camden, Arkansas.

Engineers, announcers. Radio's Reliable Resources. Box 413, Philadelphia 5.

Announcer—NBC affiliate in delightful southern seacoast city has opening for top-flight announcer with successful experience record. Should be thoroughly familiar all phases of announcing and production. No beginners or floaters, please. Send complete outline qualifications including past and expected earnings, also voice recording, to Jimmy Woods, WSAV, Savannah, Georgia.

Man with first phone ticket who can do light announcing. Our employees know about this ad. Box 342, BROADCASTING.

Combination operator-announcer. Must have first class radio telephone license. Pay $40.00 to $50.00 for 40 hour week dependent on announcing ability. Send audition transcription and particulars to WDLP, Panama City, Florida.

Wanted—First class operator for transmitter shift on small network station. No announcing. KVOP, Plainview, Texas.

Wanted immediately—One first class engineer for 1000 watt daytime station. $35.00 per week for 40 hours. Time and one-half time for overtime. No previous broadcast experience necessary. Radio Station WHNC, Henderson, N. C.

Can you handle top news spot in major market radio? Must be capable of writing and broadcasting commentaries from full AP, UP services, no tyros or hacks considered. Box 347, BROADCASTING.

Situations Wanted

Program director or announcer, veteran, seven years radio experience, all sports, general announcing, turntables, ad lib shows, continuity. Available immediately, go anywhere for reasonable salary. Age 30, single, sober, reliable. Box 290, BROADCASTING.

Managerial position sought by Navy lieut. commander, 32, married, 2 children. 5 years pre war broadcasting experience production, programming, announcing, sales. First class phone license. 3½ years Navy public relations South Pacific, Pearl Harbor and midwest. University graduate, well travelled. Available September. Box 291, BROADCASTING.

Program director—announcer ten years' experience clear channel network and independent station operation. Ex-Merchant Marine. Desire permanent spot where ability and results count. Box 292, BROADCASTING.

Studio control operator. Four years experience—engineering, recording, switchboard, typing. Desires position in Far East. Box 293, BROADCASTING.

Program director—Recipient two national awards. Twelve years radio experience. Man with ideas. Best references. Will contact you immediately. Box 302, BROADCASTING.

Ace writer available. Editor. Producer. Thoroughly experienced. Young married man. Discharge. Previous earning capacity $5,000 up. Box 318, BROADCASTING.

Situations Wanted (Cont'd)

Program executive—Lt. Colonel now on terminal leave, with radio programming, production and musical experience, seeks assignment with aggressive radio management. Established first overseas AFRS operation and rose from Second Lt. to Lt. Col. in 3 years. Experienced in all phases of radio production. Age 36. Box 320, BROADCASTING.

Vacation replacement announcer, college instructor, available until September, preferably New England or Northeast. Three station experience; free lance network. Best references. Box 323, BROADCASTING.

Location or wattage of station doesn't count. Combination program director-announcer - salesman - interested in change. Twelve years experience—six with present employer. Salary reasonable. Permanent only. Box 324, BROADCASTING.

Outside salesman! Four years experience. Age 30. All phases of production. Complete comprehensive letter. Progressive, not retrogressive. Have car. Available 7 days. Box 326, BROADCASTING.

Newsman—Good voice, experienced reporter-editor now doing top news shows for regional network. Box 327, BROADCASTING.

Program manager—Six years experience in all phases of operation. Good administrator with ideas. Box 328, BROADCASTING.

Former combat pilot, B. A. degree Journalism, 2 years experience in agency and station as space and time buyer, time salesman, writer. Thesis "Advertising Economics Under Television and Frequency Modulation" near completion. Desire position September 15 with west coast or southwest agency or station. Box 329, BROADCASTING.

Wanted—Job in warm climate. Experience: ten years in radio. Have done over thousand network shows in Canada. Comedy and otherwise. Just starting third year as early morning MC. Age 29. Wife. Two daughters. Box 331, BROADCASTING.

Sports-news announcer available now. 10 years experience on play-by-play sports and sports commentary. News writer, editor, broadcaster; general staff work. Able, creative, cooperative, excellent client relations. Married, sober, dependable. Audition transcription. Box 332, BROADCASTING.

Veteran—Single, 31, creative, versatile experience, announcing, music, writing, seeks small station position. Will furnish references, recording, photograph. Box 333, BROADCASTING.

Reliable person with one years training at Columbia College covering all phases of radio tech. desires announcer position with progressive station. Age 22, single. Box 334, BROADCASTING.

Chief engineer—Former chief now with 50 kw station, desires position as chief engineer with new or established station in south or midwest. Box 335, BROADCASTING.

Program director—Production, pre-war experience big network show. Ex-naval officer, war service as radio and communication officer aircraft carrier. Local station experience KDKA. Currently co-producing new NBC sustainer, and other packages in sales market. Many ideas, initiative, and desirous of hard work. Box 337, BROADCASTING.

Engineer-Veteran. Experienced as studio, recording, transmitter engineer. AM, FM, latter a specialty. First class phone license. Formerly with AFN. Married. Capable at installation, operation and maintenance. H. Stanley Cord, 1005 Jerome Ave., Bronx, New York City.

Engineer-veteran. 1st class radiotelephone license. Married, 29. Six years experience, 2 years civilian, 4 years AFRS. Can announce, flip platters, handle controls. Ted Duay, Locust Lawn Farm, Freehold, N. J.

Former combat pilot, A-1 time and space salesman, radio script writer, account service and sales experience, college grad., young, ambitious, resourceful, desires writing or account servicing position with station agency in west coast or southwest areas. Box 330, BROADCASTING.

Situations Wanted (Cont'd)

Available now—News editor-announcer, 50 kw, chief announcer, 1 kw. Ability programming, personal management. Married, 35. Personal interview. Prefer northeast. Box 339, BROADCASTING.

Engineer—Seven years broadcast. Construction two stations. 32, single, available two weeks. Minimum $3,500. Box 340, BROADCASTING.

Announcer, newscaster, platter spinner. 22. Easily adaptable to personality of your station. Go anywhere. Living wage to start. No station experience but finest training obtainable. Can write commercials, run board. Radio acting experience. Full details, transcription and photo on request. Joe Scherer, 3522 Potomac Ave., Los Angeles 16, Calif.

Announcer—Veteran—Army radio experience. Well rounded background in business, technical and cultural fields. Mature and resourceful. A willing worker. Good baritone radio voice. Small station preferred. Bernard Rubin, 324 West 24th St., New York, N. Y.

Announcer—Veteran, 24, married. Fine voice. Graduate of announcer's school. Army experience. Desire staff position. Willing, capable worker. Good mixer. Credit to organization. Will go anywhere. Donald Roberts, 53 Wall St., St. George, Staten Island, New York.

Small station location desired by veteran, 28, in news, script-writing or publicity department. Newspaper and publicity background. Journalism graduate. Knowledge French, German, Italian, Go anywhere. Rocco Famighetti, 400 Marion St., Brooklyn 33, New York.

Veteran—Looking for small station affiliation. Have good background in all phases of radio production. Disks available. If interested will send full details and references. Robert Kriger, 110 W. 74 St., New York, N. Y.

Unique combo of creative talents for script division, N. Y. C. station or agency. 2 years continuity American Forces Network. Prewar credits network shows. Saul Gottlieb, 30 E. 208 St., New York 67, N. Y.

Ambitious vet, experienced script writer, announcer and knowledge of production. Former AFRS station manager. Want a postwar start, anywhere in U. S. Can handle any type of show. Particulars on request. H. E. Walpert, 184 States Ave., Atlantic City, N. J.

Available, qualified—all useful personnel, Radio's Reliable Resources, Box 413, Philadelphia 5.

Announcer: Staff man and sports specialist; veteran; six years MBS affiliates; two years program director and sports director AFRS station; handles controls. Age 28, single. Permanent position only. Gorton T. H. Wilbur, 65 Federal St., New London, Conn.

Announcer, age 28, single,, ambitious. Anxious to locate with progressive station. 2 years, AFRS, 5 months Western Michigan station. R. Clayton, 910 Webster Ave., Chicago 14, Illinois.

I'm looking for a town: not too large, preferably south or west, where my wife, two kids and I can become part of a community, and where I can grow with a progressive station. I'm 31. Two years of Army travel cured any "floater" complex. Have program director's qualifications, and to live-wire station I'll bring twelve years' announcing and production experience, a library of proven saleable scripts and ideas (wife is topnotch writer), pleasing appearance, ability to meet public, initiative, sobriety, reliability and enthusiasm. Managed AFRS station overseas. Don't expect fabulous salary if talent fees are available for creative producer. Stability in pleasant surroundings is big issue. Details, references and disk by return mail. Box 345, BROADCASTING.

New York no place for: Veteran—announcer with commercial, newscasting, platter, script-writing experience on AFN, and May graduate of NBC-Columbia University School of Announcing and Radio. So asking for chance on small station to prove ability. Prefer east and college town, but will go anywhere. Transcription, photo available. Box 344, BROADCASTING.

Yoo hoo, Texas! Top notch radio gal, six years experience, has heard too much about Texas! Although now doing programs for three sponsors in large northern city, wants to settle deep in the heart of. Station and advertising background; history of successful writing, producing, commentating. Write Box 343, BROADCASTING.

Situations Wanted (Cont'd)

Experienced engineer with first class license, desires permanent position. William Johnston, Box 185, York, Alabama. Phone 27-W.

Chief engineer—Fifteen years experience in operation, maintenance, construction, installation, AM—FM to 50 kw. Age 37. Minimum $400. Available four weeks notice. Box 277, BROADCASTING.

Chief engineer available immediately. Twelve years experience. Executive ability. Married. Seeking permanent position with responsibility with progressive station. Complete story on request. Box 285, BROADCASTING.

Manager-veteran — outstanding record all phases broadcasting before war. Programming, promotion, sales, management—even setting up new stations. Prefer N. E. city, specifically Rochester. Box 288, BROADCASTING.

Combination technician-musician. Ten years experience in radio desires permanent position with forward thinking company. Experience includes music director, program director, studio-master control operator, musical continuity recording engineer. Married. Go anywhere. Available immediately. Box 346 BROADCASTING.

Combination sports announcer and publicity man. Former Field Artillery Captain, 26. Can write and announce sports and news. Wrote athletic publicity for large eastern college before service. Excellent references. Ben Mintz c/o BROADCASTING, 250 Park Ave., New York 17, N. Y.

For Sale

Owner offers for immediate delivery complete equipment of transcription recording studio at ½ original cost. Consists of broadcast type speech input equipment; mixing console; line and pre-amplifiers, equalizers; synchronous studio recorder; RCA microphones, playback motors and pickups; high quality test equipment and many other items. Reply air mail and I will air mail complete list including photographs of equipment. Box 336, BROADCASTING.

One each RCA 72-A and 72-B recording attachments. Working condition. $35 each FOB, KYUM, Yuma, Arizona.

For sale—One complete speech input console. Wired for 8 microphone channels, 6 remote lines and talk-back system. Frequency response flat within 2DB. Design similar to the Western Electric 23C Console, looks like new guaranteed in A-1 condition. Price $600.00 Wire Robert A. Harmon, Chief Engineer, Radio Station KPLT, Paris, Texas.

250 watt transmitter, complete with one set of spare tubes. FCC approved. First check or money order for $1000.00 will buy it. Bamford, 516 Eighteenth St., Oakland, Calif.

For sale—RCA 71-A vertical pick up with matching transformer. WMFF, Plattsburg.

Broadcast transmitters—1000 watts. In stock for immediate delivery. Several 1 kw Sylvania-De Forrest broadcast transmitters modified to meet all FCC regulations. Write, phone or wire for complete details. Universal Radio Supply Co., 1404-06 Venice Bldg., Los Angeles 6, Cal. Phone, Prospect 5488.

Wanted to Buy

5 kw used transmitter which will operate on 1 kw or 5 kw. Also 200 foot tower and insulator. Box 338, BROADCASTING.

Will pay good price for second hand console, amplifier racks and 16" turntables. Must be good condition. Box 341, BROADCASTING.

Miscellaneous

Publicist and writer has five figures for active investment in proposed or established radio station. Principals only. Box 325, BROADCASTING.

Equipment Wanted

RCA 76-B2 Consolette, Recorders and Studio Equipment. Wire Herbert Herff, 295 Union Ave, Memphis, Tenn.

Proper Recognition of Radio's Newsmen Demanded Following Prison Riot Slight

MOVEMENT to obtain proper recognition of radio as a news-gathering and disseminating unit is developing as the result of a slight administered by officials of Alcatraz during the recent riots at the San Francisco Bay prison.

Spearheading the drive is the 15th NAB District, comprising the northern half of the state, along with Nevada and Hawaii. A District petition is being considered at NAB headquarters in Washington, in which the association is asked to take the lead in "pressing for equal representation for radio newsmen at conferences or releases of news." NAB is asked to "publicize the radio industry and individual stations urging vigilance at all times."

Petition was adopted at a special meeting of the 15th District held May 13-14 at Reno. District delegates were incensed at the rebuff administered during the Alcatraz riot. Pointing to the intense interest in the news story, petition recalled that when the warden's office scheduled a news conference on the island, wire services and newspapermen were notified but not radio newsmen.

Two newsmen from radio heard indirectly of the conference and talked their way on the boat that carried the group to the island. This did not alter the fact that discrimination was exercised, the petition points out, recalling that it was not the first instance concerning lack of understanding on the part of officials or their representatives as to the importance of news broadcasting by stations and networks.

No Definite Move

Though the NAB headquarters has taken no definite action, the petition is under consideration.

Efforts to attain proper recognition for radio in the news field culminated in the last decade with extension of gallery privileges in the U. S. House and Senate. Similar recognition has developed in states and cities.

The 15th District proposed at its May 13-14 meeting that the four Far West NAB districts hold a four-day joint session each year instead of separate gatherings. One day would be allowed for individual districts to hold their own closed meetings. Districts would rotate as hosts for the meetings, under the plan, and more NAB staff members would be able to participate because of saving in travel time.

The 15th adopted a resolution calling for resistance of attempts "to abridge the Constitutional right of free speech" and pledged its support to NAB President Justin Miller in his fight against FCC Blue Book encroachments in the program field. The original 15th District meeting under the NAB's annual schedule was held in early January, before the Blue Book had been issued.

Proposed public awards plan for radio, as endorsed by the NAB board of directors at its last meeting [BROADCASTING, May 13] should be submitted to the NAB convention Oct. 21-24, the 15th District resolved, suggesting that details be submitted to all members at least three weeks prior to the convention.

Hawaiian Association

Hawaiian stations plan to form an island association, Webley Edwards, executive vice president of KHON Honolulu holder of a CP, told the district.

Work of Northern Calif. Broadcasters Assn., was outlined by Glen Shaw, KLX Oakland general manager. Charles P. Scott, KTKC Visalia, reviewed Valley Group activities. C. L. McCarthy, KQW San Francisco, urged coordination on state matters.

Other speakers were Bob Coleson, NAB western representative; Lincoln Dellar, KXOA Sacramento, who explained NAB's Joske Clinic and uniform rate card plan. Participating in a Blue Book panel were Mr. Shaw; Wilt Gunzendorfer, KROW Oakland; Joe Carroll, KMYC Marysville; C. E. Kelly, KCRA Sacramento; Bloyce Wright, KGO San Francisco. William Smullin, KIEM Eureka, led discussion of music problems.

Present were:

Art Westlund, KRE; Keith Collins, KMJ; Leo Ricketts, KFBK; Lincoln Dellar, KXOA; Joe Carroll, KMYC; Wilt Gunzendorfer, KROW; Merv McCabe, KFRC; Ralph Fitkin, KHON; Bloyce Wright, KGO; Ray Rhodes (Raymer); Bob Stoddard, KOH; E. C. Kelly, KCRA; Webley Edwards, KHON; Mrs. Ruth Finley, KSRO; Bob Street (Beeline); C. L. McCarthy, KQW; Jerry Akers, KSAN; Glen Dolberg, BMI; Sheldon Anderson, KCOK; Dave Williamson (Homer Griffith); Cliff Engle (C. P. MacGregor); Ralph Brunton, KQW; Bob Coleson, NAB; Glen Shaw, KLX; John Elwood, KPO; David Sandeberg (Lewis Avery); Ed Hadley, KSRO; George Ross, KDON; Pete Emory, CKOK; E. Peterson, McClatchy Broadcasting Co.; Bill Smullin, KIEM; and Charles P. Scott, KTKC.

Robb Is Named by NBC To New Production Post

ARCH ROBB, former night program manager for NBC, last week was appointed assistant production manager in charge of operations of the production department, a new post.

Edwin Dunham continues as assistant production manager supervising musical productions. Mr. Robb, who joined NBC in February 1943, was made night program manager in January 1945. He formerly was program and station manager of WIOD Miami, Fla., and before that production manager of WHIO Dayton, Ohio.

WMAQ Reprints

REPRINTS of current series of advertisements by WMAQ Chicago are being distributed in brochure form by the NBC outlet to further spread the story of consistent WMAQ advertisers. Title of first piece is "Sound Selling."

Reader Questions Owner's Complaint

Says Instance Editorialized Was Poor Programming

EDITOR, BROADCASTING:

Your editorial in the May 20 issue "Program Report: X" definitely shows the great need for an examination by the public (and the FCC as our agents) of the quality of persons entrusted with the ownership of radio stations. *This* licensee shows clearly that he has never had the slightest understanding of the meaning of the words "public service, convenience and necessity." I hope the FCC will question the renewal of his license on the grounds that his station will have a difficult job trying to regain its local audience for a good community public service program after such a tragic case of sabotage.

This station owner has apparently never presented a public service program for his community which met the needs and interests of that community, if this is an example of his past performance. It seems apparent that he is bragging about his first attempt in this line.

No one is asking to have any of the top ranking programs cancelled, certainly not such broadcasts as *Information Please* and the other two. The public wants more good programs in place of poor ones.

It is a rare topic that could interest any audience for 90 minutes. Even the meetings of the UN by radio would grow tiresome. The President of the United States, in his most important messages to the nation, during and before the war, did not take more than 20 minutes. If the station manager had discovered, by a survey of his listeners, that there were enough returned veterans who were seeking this information, it seems to me that it would have been better to arrange for a series of short programs on this topic. Educators in this state have been given a perfect example of a bad educational broadcast.

Since no mention was made of any advance publicity given the program by the station, I gather that the change was a total surprise to the listeners. Had publicity been given, the owner would have discovered by protests from listeners that the proposed cancellation of the three good commercials was not in the "public interest."

As a "one station city" this owner has an even greater responsibility than most other city stations. He has shown that he does not know the first principles of such a public trust. I sincerely hope that some enterprising citizens in that town will discover a need for one or more of the new FM stations so that listeners in that area will have a chance to know what can be done by an intelligent group of owners interested in doing a good community public service job.

Blanche Young
Assn. For Education By Radio,
Great Lakes Region III
150 North Meridian St.
Indianapolis 4, Ind.

May 22, 1946.

Editor's Note: Editorial told of experience of an anonymous broadcaster who cancelled three top net shows to schedule a 90-minute veterans' forum.

WWJ OFFERS
Alcoholics Anonymous Show
In Transcribed Form

PUBLIC INTEREST program, *Alcoholics Anonymous*, produced in cooperation with the national organization of the same name and carried as a quarter-hour weekly for the past 15 months on WWJ Detroit, is now being offered free in transcription to other stations.

In a recent letter to 281 stations, Harry Bannister, WWJ general manager stressed the value of the series and pointed out that no commercials or credits are involved, except for a final line announcing show as a WWJ production.

Lehman to Ad Group

FORMER New York Gov. Herbert H. Lehman, Dr. Sarah Blanding, president-elect of Vassar College, and Dr. E. Franklin Frazier, professor of psychology at Howard U., have been named to the public advisory committee of the Advertising Council. They will serve with 15 other prominent figures at the first meeting of the new committee to take place June 5 at New York's Waldorf-Astoria Hotel.

WIND Continues Non-Union Technician As Union Negotiates for Reinstatement

RALPH ATLASS, former owner of WIND Chicago and now general manager of the Knight-owned station, continued last week to show a cold shoulder to the IBEW, which walked out on the station May 12 [BROADCASTING, May 20].

As of Friday, WIND still was staffed by non-union engineers and technicians, mostly discharged veterans hired by Mr. Atlass to replace the 12 IBEW members who conducted an allegedly unauthorized walkout when he refused to hire a standby for a remote broadcast originating from WBBM. Mr. Atlass reiterated his belief that IBEW had broken the terms of its contract and therefore WIND was no longer doing business with the union.

Attorneys representing IBEW were closeted with Mr. Atlass throughout the week and it was reported the union had made overtures to reinstate its members.

Bikini Choice

BILL DOWNS, CBS correspondent, last week was selected by lot to represent radio newsmen in the observation plane which will fly near the bombing aircraft in the atom bomb tests off Bikini Atoll now planned for June 30. Mr. Downs' broadcast, along with all others originating from the general bombing area, will be pooled so that all networks may carry it. [BROADCASTING, March 25].

Operations Begin

WITH completion of construction, W9XHZ Bloomington, Ind., has begun experimental operation with amplitude modulation on 87.75 mc, using 500 w power. Developed by Sarkes Tarzian, consulting engineer, and his associates, the experimental high frequency AM station also is testing a special converter developed to receive the signal on standard AM receivers now in use. Mr. Tarzian states that high fidelity, noise-free reception can be made available to the great mass of listeners for a cost of from five to six dollars, eliminating any need to purchase an entirely new radio. Device connects to antenna lead of receiver.

IT&T Directors

TWENTY-THREE directors of International Telephone & Telegraph Corp. were reelected for the ensuing year at the annual meeting held Wednesday in Baltimore. Reelected were: Sosthenes Behn, F. Wilder Bellamy, Fred T. Caldwell, John W. Cutler, E. Maurice Deloraine, Charles E. Dunlap, Boies C. Hart, Charles D. Hilles Jr., Hugh Knowlton, Luke McNamee, John L. Merrill, Walter E. Ogilvie, Henry B. Orde, Frank C. Page, Bradley W. Palmer, Henry M. Pease, Warren Lee Pierson, George E. Pingree, Wolcott H. Pitkin, Lewis J. Proctor, Henry C. Roemer, Kenneth E. Stockton and Mark A. Sunstrom.

Electronics Production Is Threatened By Diminishing Supply of Copper Bars

UPSURGE in production of radio receivers, transmitters and studio equipment is threatened by the diminishing supply of copper wire bars, with June availabilities likely to be only a fifth of the overall demand of the wire mill industry.

Especially hard hit are set manufacturers, whose output had risen to a million in March, 1¼ million in April and an even higher figure anticipated in May. They have been using components manufactured during the winter and spring months but will now feel the shortage when their bins run low.

Component and parts makers have become desperate for wire of the fine magnet type, according to Radio Manufacturers Assn. They are buying up surplus war copper wire and scouring junk yards. Much of the war surplus wire is of types not used in civilian manufacturing and the junk product is often badly corroded. The material is cleaned and refabricated into proper sizes.

Demand for magnet wire is several times the available supply because the wire mill industry is understood to get a better profit out of heavier grades that require less processing.

Civilian Production Administration, alarmed over the copper shortage, pointed out last week that in April 31,000 tons of copper bars were available. The May total dropped to 17,000 and the June supply is estimated at only 10,000 tons. Production of all kinds of electric wiring has dropped for housing as well as small motors and other consumer goods. Production of these items will drop in direct proportion to the amount of copper wire produced, manufacturers warn.

CPA has been assured by the wire mill industry that when the copper and coal strikes are over it will be able to meet most requirements. Governmental action has been asked to assure a supply of raw materials to the copper wire industry and to suspend grant of certain priority ratings on copper wire products.

Forum Story

LOCAL, national and world problems are studied and discussed by more than a million high school students through the *Junior Town Meetings of the Air*, according to an article "The Kids Talk Up" in the current (May 25) issue of *Saturday Evening Post*. School periods are set aside at broadcast time, the article relates, because of the constructive thinking program offers on controversial subjects. Program is broadcast from more than 160 cities coast-to-coast, of which more than a third are sponsored, Warner Olivier, the author, writes.

RADIO ETO MISSION HOST TO MARQUESS

MEMBERS of last year's American radio mission to ETO which inspected radio operations at the behest of the War Department, were hosts May 20 in New York to the Marquess of Queensberry and members of his entourage now in this country. The reunion, at the Waldorf Astoria, was a sequel to a dinner given by the Marquess to the Broadcast Mission upon arrival in London last August. Other members of the Marquess' party included Jack Harding, manager of the Queensberry Club, and Mrs. Harding, and Percy Hoskins of the London *Express* and Mrs. Hoskins.

Miller Absent

In the absence of NAB President Justin Miller, who was detained in Washington, Robert D. Swezey, vice president and general manager of Mutual, performed as toastmaster. Short welcome addresses were made by each of the mission members present, with responses from the guests. In addition to Toastmaster Swezey, those present were Col. Ed Kirby, who was escorting officer of the mission, Joseph H. Ream, CBS, Morris Novik, New York radio consultant, John E. Fetzer, WKZO Kalamazoo, Jack Alicoate, *Radio Daily*, Abel Green, *Variety*, Joe Csida, *Billboard*, and Sol Taishoff, BROADCASTING, all members of the mission. Others present included Frank Stanton, CBS president, and Robert Saudek, ABC. Most of those present were accompanied by their wives.

Mission members absent, aside from Judge Miller, were Mark Woods, ABC, who was in Los Angeles; William S. Hedges, NBC, in Chicago on business; J. Leonard Reinsch, radio adviser to President Truman, who was in Washington on official business; Harry S. Wilder, WSYR Syracuse; Martin Campbell, WFAA Dallas, and Clair R. McCollough, Mason Dixon Stations, detained because of his brother's sudden illness.

Louis-Conn Fight Promoted by ABC

Network Launches Campaign To Publicize June Bout

AMERICAN Broadcasting Co. last week launched an energetic campaign to implement its exclusive radio broadcast of the Louis-Conn championship fight June 19 at 10 p.m. in Yankee Stadium, New York.

A series of seven pre-fight broadcasts have been scheduled by the network. The series, m.c. of which will be Harry Wismer, will include pick-ups from GI's abroad, dramatizations of high-spots in the lives of both fighters, round-table discussions by leading boxing authorities, training camp interviews, and a broadcast of the weighing-in ceremonies a few hours before the actual fight. One of the programs on Tuesday June 4, 8:30-9 p.m. will include a closed circuit to all ABC stations revealing the details of the network's fight coverage, which simultaneously will be carried live.

Six other broadcasts are on schedule as follows: May 28, 9:15-9:30 p.m., June 11, 9:15-9:30 p.m., June 15, 6:15-6:30 p.m., June 18, 10-10:15 p.m., June 19, 12:30-12:45 p.m., weighing-in ceremonies, June 19, 9:30-10 p.m., half-hour preceding fight which will feature interviews with well known personalities and sports figures. Formats of the first four broadcasts have not been fixed.

Network has sent brochures to all ABC stations of announcements to be used before June 14 and special promotion announcements for each day after June 14 until the fight. Network also sent the stations newspaper mats, publicity for stories and mats, and stand cards of Joe Louis and Billy Conn with individual station call letters on them for placement in local station offices.

Another network promotion piece was the printing of facsimile fight tickets duplicating the originals in every detail except that of seat number. Next to that item in the duplication were the words: "Your favorite armchair." Round-by-round score cards are also being distributed to the stations.

Network plans to place newspaper ads promoting the fight broadcast in all cities in which it owns stations.

NBC is televising the fight, with Gillette Safety Razor Co. as sponsor [BROADCASTING, May 6].

In Auto Accident

LOREN L. (Bud) WATSON Jr., sports editor and continuity director of WJR Detroit, and his wife are in St. Lawrence Hospital, Lansing, Mich., from injuries sustained when their car, driven by Mrs. Watson, had head-on collision May 19 with another auto just west of Lansing. Both are reported out of danger.

'PLANTER' USING RADIO

America's Oldest Farm Journal Using Test Campaign on WRNL Richmond

OLDEST farm journal in America, *The Southern Planter*, has turned to radio with a test campaign on WRNL Richmond, Va. Using hillbilly talent, the magazine is aiming at farm families with copy promoting circulation.

Founded 106 years ago, the magazine was an institution in Virginia and adjoining states a century ago when the land had been worn out from one-crop farming. It has since become headquarters for nearly every southern farm movement, with farm groups making it their headquarters.

Planners of the radio campaign were the WRNL sales and promotion staffs, and Paul E. Spivey, president of Southern Planter Publishing Co., which has headquarters in Richmond. Circulation of the publication is 300,000.

The *Southern Planter* claims that more people in Virginia read it than any other magazine, and more farmers in Maryland, Delaware, the two Virginias and the Carolinas read it than any other farm paper. Its area is described as the "Top of the South," a region where nearly 75% of the farmers own and operate their farms. Diversified agriculture now prevails in the area, with the magazine receiving much credit.

NAB NEWS CLINIC for Minnesota stations meeting May 17 in Minneapolis, was attended by (l to r): Seated—Bob Paulson, KATE Albert Lea; Ray Thompson, KROC Rochester; Norman Boggs, WLOL Minneapolis; Sig Mickelson, WCCO Minneapolis; Warner Tiedemann, KATE; Jack Dunn, WDAY Fargo (N. D.); Ed Steeves, UP; Richard Day, WDGY; John Raleigh, WCCO; Dr. Ralph Casey, U. of Minnesota School of Journalism; Dale Johns, UP; Arthur Stringer, NAB; Wally Stone, AP; G. R. Closway, KWNO Winona; Wiley Maloney, UP. Standing—Bob Lee, WMIN Minneapolis; Cal Smith, KROC; Don Wilson, American Institute of Air; Bill Jensen, U. of Minnesota; David Johnson, WCAL Northfield; Milford Jensen, WCAL; Orrin Melton, KYSM Mankato; Burt Passer, KYSM; Fred C. Schlipin, KFAM St. Cloud; Les Mair, KROC; John Meagher, KYSM; Larry Haeg, WCCO; Max Karl, WTCN Minneapolis; M. B. Charnley, U. of Minnesota; John Verstraete, KSTP St. Paul; Craig Campbell, WDGY Minneapolis; George Gallati, INS; Dean Sherman, WDGY.

Radio Covers Critical Railroad Strike

Major Networks Flash Walkout Bulletin Thursday

AS THE COUNTRY last week was hit by the gravest transportation crisis in its history, radio brought the news to the American people. Hours before 250,000 railroad brotherhood members struck (at 5 p.m. EDT), radio began an energetic schedule of broadcasts to keep the public abreast of the happenings. Within minutes after the strike deadline had passed without settlement, networks and stations had broadcast the news to every corner of the country.

The four major networks broadcast special strike bulletins throughout Thursday afternoon. After the strike was in effect, they carried pickups from various rail centers.

ABC, from 5 to 5:15 p.m., broadcast a roundup of reports from New York, Washington, Chicago and Cleveland, with correspondents reporting on-the-scene at rail terminals. At 6-6:15 p.m., Walter Kiernan's regular news program featured pickups from ABC reporters at New York's Grand Central and Pennsylvania Stations and from Chicago's La Salle St. Station. The network's nightly *Headline Edition*, 7-7:15 p.m., featured Frank Garner, superintendent of the New York Central Railroad in Chicago, and Ben P. Adams, director of information of the Office of Defense Transportation.

CBS Pickups

CBS, at 5 p.m. broadcast a bulletin that the strike deadline had passed, and shortly thereafter took a series of pickups from rail terminals in Chicago, Kansas City, Washington and New York. The entire CBS news staffs in Washington and New York headquarters were assigned to strike coverage. For several hours, CBS averaged a bulletin every 15 minutes.

Mutual, at 4:45-5 p.m., took pickups from Boston, Washington, Chicago, Cleveland and New York, where reporters described scenes of travelers' confusion at rail stations. At 5:04-5:14 p.m. the network broadcast another roundup from Washington, Boston and New York. From 1 p.m. to the end of the day, Mutual interrupted programs with strike bulletins.

NBC, at 5-5:15 p.m., broadcast a roundup from Washington, New York and Cleveland, with reporters describing rail station scenes. At 6:15-6:30 p.m. the network again took pickups from those points and from Denver, Chicago, and San Francisco. Beginning at 1 p.m. NBC broadcast strike bulletins.

Hearing Continued

HEARING on Electronic Time Inc.'s application for a developmental station to demonstrate watch-size receivers to provide listeners with continuous time and weather reports [BROADCASTING, Nov. 26] will be conducted by FCC on July 8. A continuance to that date from June 3 was granted by Comr. C. J. Durr in a motions hearing last Thursday.

Electronic Time proposes to broadcast 24 hours a day within a 25-mile radius of New York, providing continuous time and weather reports sponsored by well known advertisers. Pocket receivers would be made available at $5 retail, with office and home sets in a wider price range. The hearing reportedly is for consideration of protests against a grant of the application and to determine whether indirect commercial benefits might accrue from the developmental operations [BROADCASTING, April 15].

Three BROADCASTING Staff Members Promoted in New York, Washington

BRUCE ROBERTSON, New York Editor of BROADCASTING who has been with the magazine for 12 years, becomes Senior Associate Editor today, it is announced by Broadcasting Publications, Inc.

He is succeeded as New York Editor, by Edwin H. James, who is being advanced from Assistant New York Editor.

At the same time, the magazine's promotion division is being organized into a department, with Winfield R. Levi, who has been serving under the Readers Service Dept., as manager,

Although remaining in the New York bureau at 250 Park Ave., Mr. Robertson will report directly to Washington headquarters. He will be working on a roving assignment, handling special features and concentrating on television and other new facets of the radio art, in which he has been a pioneer reporter and editor.

Mr. Robertson, before his assignment as New York Editor, was Chicago manager of BROADCASTING. Mr. James, who henceforth will direct New York news operations, joined the staff in December of 1945. He formerly was in newspaper work on the West Coast, and was a major in the Infantry, Southwest Pacific area, during the war, specializing in radio public relations.

Mr. Levi came to BROADCASTING last March. He had served as a major in the AAF in the CBI theater, and before the war was Promotion Director of WSAI Cincinnati.

So. Calif. Broadcasters Reelect R. O. Reynolds

ROBERT O. REYNOLDS, vice-president and general manager of KMPC Hollywood, for second consecutive year was re-elected president of Southern California Broadcasters Assn. at meeting held in Los Angeles Ambassador Hotel May 23. Clyde Scott, general manager of KECA Hollywood and Lee Wynne, commercial manager of KGER Long Beach, were re-elected vice-president and secretary-treasurer, respectively.

Re-elected to board of directors were: Calvin J. Smith, general manager of KFAC; Pat Campbell, director of station relations for Don Lee Broadcasting System; Harry Witt, assistant general manager of KNX; Lawrence McDowell, commercial manager of KFOX.

Stewart New Head Of West Virginia U.

DR. IRVIN S. STEWART, 46, deputy director, Office of Scientific Research & Development, and former FCC member, last week was elected president of the U. of West Virginia. He takes office July 1.

Dr. Stewart was named to the Commission in July 1934 when the FCC was created and served until 1937 when he voluntarily resigned to return to school work.

Native of Fort Worth Dr. Stewart was assistant solicitor for the State Dept. in 1926. Three years later he was named head of the Dept. of Government American U. Graduate School. In 1934 he became chief of electrical communications for the State Dept. and on July 11 that year was sworn in as a member of the FCC.

The Office of Scientific Research & Development was responsible for research that led to development of the atomic bomb. U. of West Virginia, in announcing his election as president to succeed Dr. Charles E. Lawall, who resigned last August, said the board chose Dr. Stewart after searching a year among 100 possible candidates.

While on the FCC, Dr. Stewart, a Democrat, first was chairman of the Telegraph Division. He figured prominently in broadcast matters, however, particularly in connection with network regulation.

63 Video Dropouts

DROP-OUTS among commercial television applicants reached 63 last week with the voluntary withdrawal of two more applications.

Planning a color television application Westinghouse Radio Stations Inc. (KDKA) was granted permission to withdraw its application for a Pittsburgh low-band video station, leaving only Allen B. Du Mont Labs. in the field there. Indianapolis Broadcasting Inc., secured dismissal of its application at Indianapolis, where William H. Block Co. and WFBM Inc. remain as applicants.

At Deadline ...

THIRTEEN AM STATIONS GRANTED BY FCC

THIRTEEN new standard station grants announced by FCC Friday afternoon, 10 for 250-w locals. Three 1 kw daytime grants are:

James E. Murray, Kansas land owner and farmer, granted CP for 1190 kc with 1 kw, daytime only, at Hutchinson, Kans.

Asheboro Broadcasting Co. granted daytime use of 1260 kc with 1 kw at Asheboro, N. C. Partners in grantee firm; W. C. Lucas, Asheboro furniture manufacturer, and Roy Cox, publisher of semi-weekly Courier-Tribune there.

West Memphis Broadcasting Corp. granted 990 kc with 1 kw, daytime only, at West Memphis, Ark. Beloit Taylor, Little Rock attorney, owns 50% of common stock. Preferred and remaining common divided equally among President J. C. Johnson, machinery dealer; Jack W. Rich, lumberman; P. M. Dacus, West Memphis mayor; J. J. McCaa, auto dealer; J. O. E. Beck, farm operator.

Grants for locals, all for 250-w operation fulltime, went to:

Tallahassee Appliance Corp., 1450 kc at Tallahassee. Principals: President Frank W. Pepper and Vice President F. W. Hazelton, partners in appliance firm, 25% each; B. K. Roberts, W. H. Wilson, W. Godfrey Smith, Emanuel Joanos, 12½% each.

News-Press Publishing Co., owner KTMS Santa Barbara, 1400 kc at Santa Maria, Calif.

Big Horn Basin Broadcasting Co., 1400 kc at Cody, Wyo. Breck Moran, Cody newspaper publisher, is president and owns 50%. William J. Garlow, attorney, and Harry M. Moore, owner Moore Radio Service at Cody, 25% each.

Upper Michigan-Wisconsin Broadcasting Co., licensee of WJMS Ironwood, Mich., and WATW Ashland, Wis., 1230 kc at Iron Mountain, Mich.

J. Herbert Hollister, president and 51% owner KANS Wichita, 1490 kc at Boulder, Colo. He is manufacturer of radio crystals; his wife owns 60% KMMJ Grand Island, Neb.

Alpena Broadcasting Corp., 1340 kc at Alpena, Mich. Melvin H. Wirth, WJIM Lansing engineer, is president, owns 55% of stock, and to manage Alpena station. Floyd R. Wirth, building engineer, and wife own 43.7%. Mrs. Melvin Wirth, 1.2%.

Arizona Radio & Television Inc., 1400 kc at Mesa, Ariz. President K. W. Houston, Earl C. Recker, H. Clifford Dobson, John C. McFee, and Z. Pearce McFee own 20% each.

Robert L. Weeks, associated with McClatchey Broadcasting Corp. (KFBK KMJ KWG KERN KOH), former consulting electrical engineer, 1490 kc at Red Bluff, Calif.

Charles R. Love, Army veteran, former assistant to manager KPRO Riverside, 1490 kc at Calexico, Calif.

Douglas D. Kahle and associates in Northern Colorado Broadcasting Co., 1400 kc at Fort Collins, Colo. Mr. Kahle employed in field operation and maintenance for NBC, formerly with KFEL and KLZ in Denver.

CHICAGO TRIBUNE FLAYS 'CENSORSHIP BY BLACKMAIL'

COL. ROBERT R. McCORMICK published a review of Charles Siepmann's book, *Radio's Second Chance* and the FCC Blue Book as lead editorial in Friday edition of *Chicago Daily Tribune*. Newspaper said bureaucracy wants to dictate by indirection programs radio stations and networks shall present. Since FCC is forbidden by law to censor programs, *Tribune* charged, this must be accomplished by review of program service on ground that station does not serve public interest.

STATION TRANSFERS APPROVED

THREE station transfers, one to wholly owned subsidiary of present licensee and two to executors or trustees of late principals, approved Friday by FCC. WCLO Janesville, Wis. license assigned from Gazette Printing Co. to Southern Wisconsin Radio, subsidiary, for $40,000 as of last Nov. 5. Control of KSOO-KELO Sioux Falls transferred from Joseph Henkin, deceased, to Morton H. and Ruth J. Henkin, executors. Control of Birmingham News Co. (WSGN and WJOT relay) transferred from Ruth Lawson Hanson, executrix, and C. B. Hanson Jr. and Henry P. Johnston, executors of late Victor H. Hansen, to same persons and James E. Chappell and Harry B. Bradley, trustees.

TABER DEMANDS OUSTER OF PAUL PORTER

REMOVAL from office and prosecution of Paul A. Porter, OPA Administrator, was demanded Friday by Rep. John E. Taber (R-N.Y.), in letters to President Truman and Attorney General Clark.

"I wrote the President demanding that he remove Porter from office and I wrote the attorney general demanding that he prosecute Porter under Section 201, Title 18, Public Code, which prohibits expenditure of appropriated funds for propaganda purposes," said Congressman Taber. He accused former FCC chairman (whose Commission post has not yet been filled) of a "clear and deliberate violation of the law."

'GIVE US LIBERTY' . . . AND/OR ROCHESTER

NEWEST applicant for station in Rochester is Liberty Broadcasting Co., which seeks fulltime regional on 590 kc. with 5,000 w. Stockholders and officers, one-third each, share and share alike, are:

PAUL D. P. SPEARMAN, Washington radio attorney, former general counsel of FCC, and native of Mississippi, president.

LESLIE BIFFLE, secretary of U. S. Senate, native of Arkansas, closest personal friend of President Truman in public life, vice president.

A. EARL CULLUM, Dallas, consulting radio engineer.

When application was filed, last week, comment was that Mississippi, Arkansas and Texas are "furr piece" from Rochester. There are four other applications for new Rochester AM stations. FCC recently granted Monroe Broadcasting Co. CP for 250 w daytime station on 680 kc. Only three stations—WHAM, WHEC and WSAY—now in Rochester, only NBC and CBS have regular outlets.

CAB TO NAME RESEARCH, FINANCE COMMITTEES

FORMATION of research and finance committees of Cooperative Analysis of Broadcasting under way last weekend, as authorized by CAB board of governors at May 10 meeting. Bernard C. Duffy, BBDO president and CAB board chairman, hopes to complete appointments this week.

MEXICO PLANS 500 KW, 730 KC

XEX Mexico City starts July 15 on 730 kc, using 50-100 kw first 30 days as test, 250 kw next 30 days, 500 kw third month, station's New York office reported. Mexican Federal Communications Commission granted permission to use 500 kw. George A. Kessler, vice president, Commercial Inter-Americas, S. A., Mexico City, named XEX commercial manager. Frequency 730 kc assigned to Mexican Revolutionary Party as Class I-A. Equipment understood to be that used by late Dr. John R. Brinkley goat gland specialist, for XERA Villa Acuna, across border from Del Rio, Tex., which was silenced nearly decade ago.

People

JACK FRAZIER, recently lieutenant commander in Navy and before war at NBC Chicago and KMOX St. Louis, named continuity chief of Radio Section, U. S. Dept. of Interior.

EUGENE L. HARRINGTON, vice-president and manager of San Francisco office of Foote, Cone & Belding, and MARK BUCKLEY, radio director of agency's San Francisco office, announced resignations to open own agency in San Francisco and Hollywood under name of Harrington & Buckley. Plans for opening to be announced June 1.

WALTER LURIE, head of radio department, Blaine-Thompson Co., New York, and during war with OWI in Europe, resigns June 15 to join Mutual as executive producer. BOB NOVAK, MBS director of talent and program development, resigns June 1 to freelance. He continues to direct *True Confessions* on Mutual.

FORREST VOSLER, holder of Congressional Medal of Honor and control room operator, WSYR, Syracuse, recovered after delicate operation for partial blindness incurred during AAF raid over Hamburg, Germany.

EDYTHE FERN MELROSE, writer and m.c. of *Charm Kitchen* on WXYZ Detroit, to be given honor award in annual Josephine Snapp award of Chicago Women's Advertising Club at lunch scheduled today during AFA convention in Milwaukee. Award for outstanding contribution to advertising in 1945 to be given Elizabeth Colt Kidd, N. W. Ayer & Son, Philadelphia.

Closed Circuit

(*Continued from page 4*)

missioner Jett and Wakefield separately dissenting. Those who expect answer to group ownership issue may be disappointed. Commission majority may frown upon ownership of more than six stations by saying that ownership of seven outlets is akin to concentration of control but they won't say flatly that six or seven is limit. FCC thinking has shifted several times and may change again, but it is doubtful whether it will shift enough to bring approval of transfer. Chalk up Denny, Walker, Durr, Hyde against transfer and Jett, Wakefield for.

INDIGNANT over Rep. Carroll Reece's attack upon FCC May 18, Acting Chairman Charles R. Denny Jr. promptly asked CBS for time to answer Republican Committee chairman. CBS offered him same time June—exactly two weeks later—but Denny, after further thought, decided to forego stint. It suddenly developed Friday that Thurman Arnold, ex-DOJ trust buster, would answer Reece in name of Civil Liberties Union, which has plumped for Blue Book. Rep. Reece had charged FCC with censorship and worse [BROADCASTING, May 20].

ELLIOTT ROOSEVELT, whose radio affairs were Peglerized with special handling, finally has divested himself of last 5% in Texas State Network, in which he was moving spirit and for which he borrowed substantial funds. His 250 shares were sold at par for $25,000 to Charles F. Roeser, Fort Worth oil magnate and broadcaster who already holds minority in Texas State and couple of its stations. Mr. Roeser was one of original backers of Texas State.

Sam Molen, graduate of Illinois College, full time sports director of KMBC in the Heart of America.

He Knows Of What He Speaks...

Just about everyone imagines himself a sports authority. But few are they who can put to practice what they preach.

In this department KMBC's director of sports, Sam Molen, rattles the fences when he comes to bat. He's a 200-pound, 200-proof encyclopedia of everything going on in the sports world. A 12-letter man in high school and college, Sam has devoted a life to the pigskin, the hoop and the cinder track—for just a starter!

To have voice-personality is one thing, but to have v-p plus *know-how* is the whole thing. Small wonder Sam Molen is called in the Heart of America, *The Voice of Authority in Sports.* Another important member of KMBC's thoroughbred program family!

KMBC

OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS